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Scotch drinkers found most loyal to their brands

NRN Special Report

Scotch drinkers, a steadfast bunch, are the most loyal to their brands. They are three-to-two more likely to order their drinks by brand name than are gin and vodka drinkers, according to a survey of operators of independent restaurants, chain dinnerhouses and chain hotels conducted by *Nation's Restaurant News*.

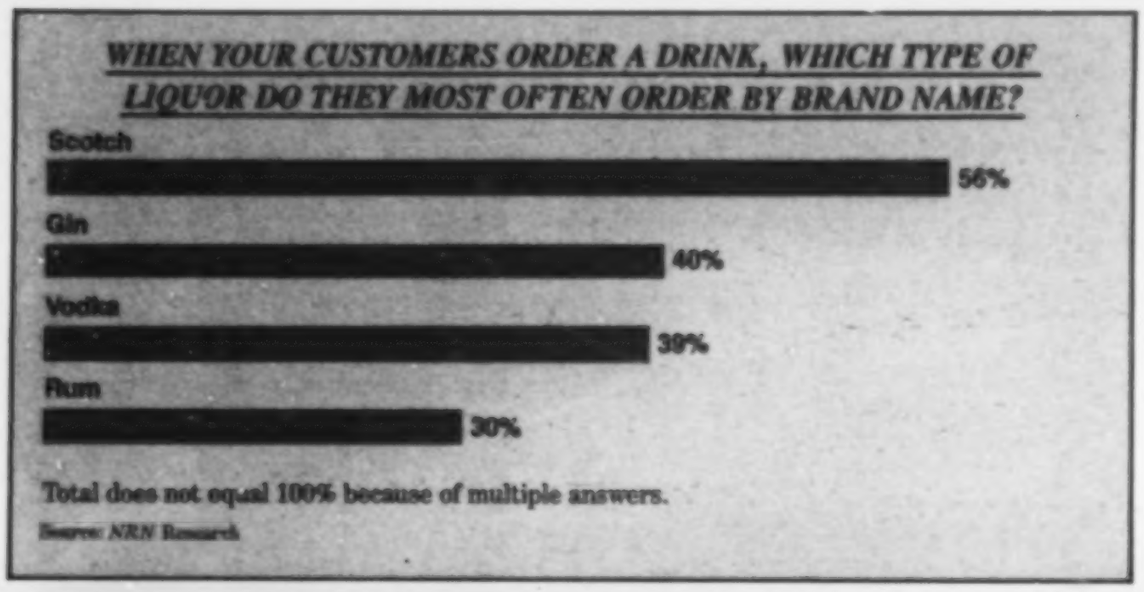
More than half the operators—56%—said scotch is ordered by brand name most often, while gin is ordered by brand name by 40%, vodka by 39% and rum by 30%.

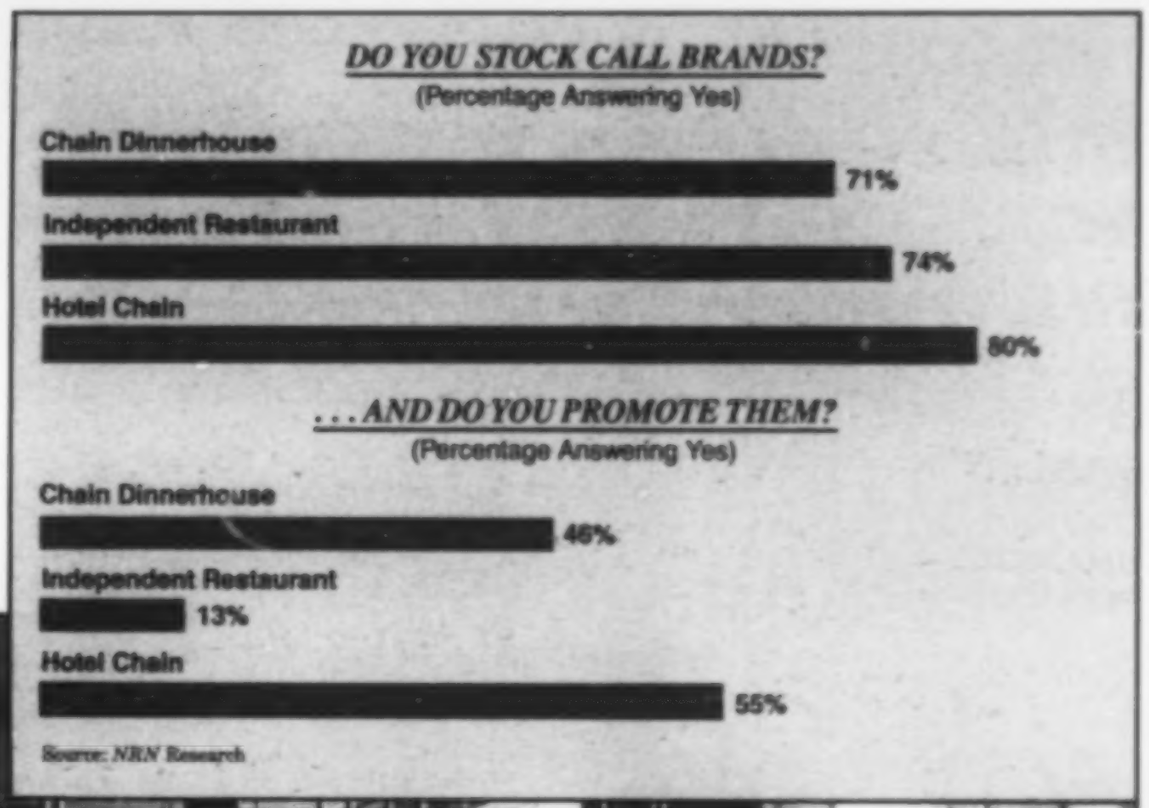
Dewar's is far and away the best-selling scotch among survey respondents, with customers three-to-one more likely to order Dewar's over runner-up J&B. Chivas Regal is the best-selling scotch at 7% of the operations surveyed, followed by Cutty Sark (6%).

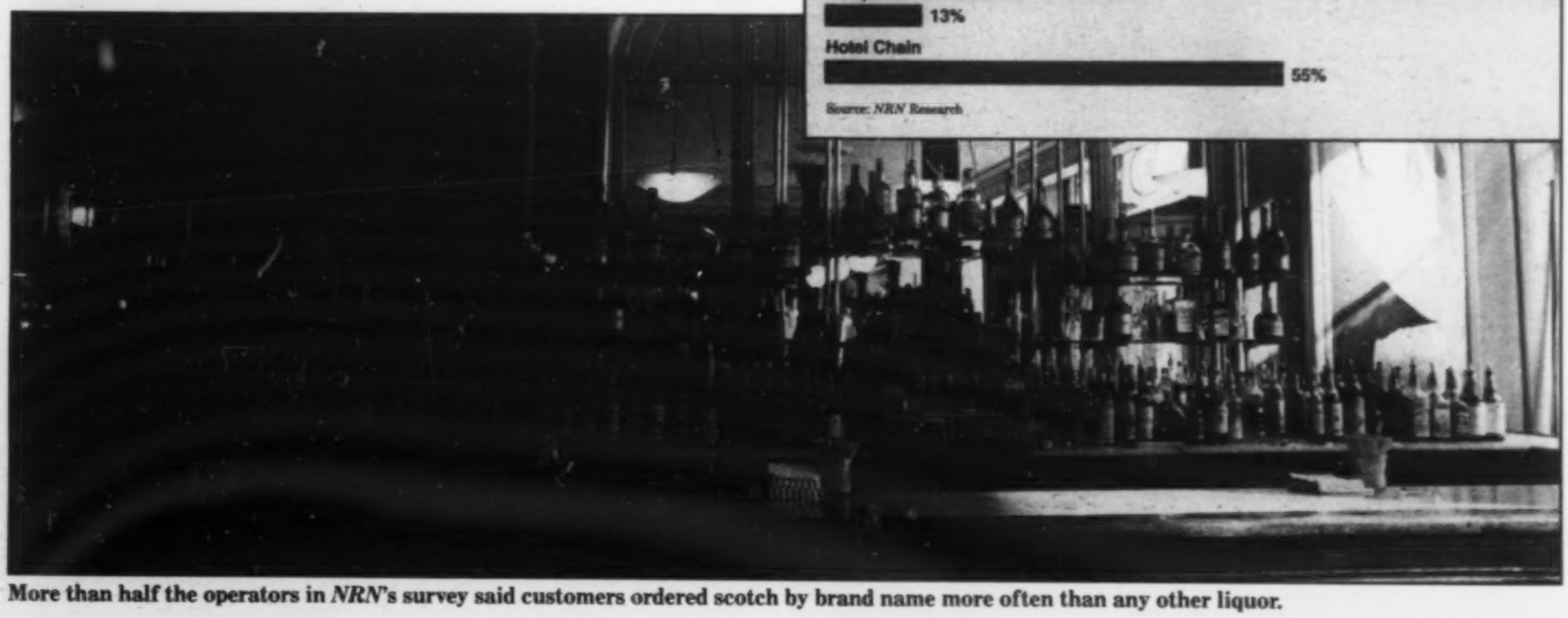
Teachers, Johnnie Walker Red, Johnnie Walker Black, Black & White and Old Smuggler each scored 2% or less of operator mentions.

Smirnoff is by far the most-preferred vodka among vodka drinkers who order by brand name, according to those operators answering the survey, followed by Stolichnaya (14%), Absolut (8%) and Gordon's (6%). Popov, Glenmore, Kamchatka and Majorska each scored 4% or less of operator mentions.

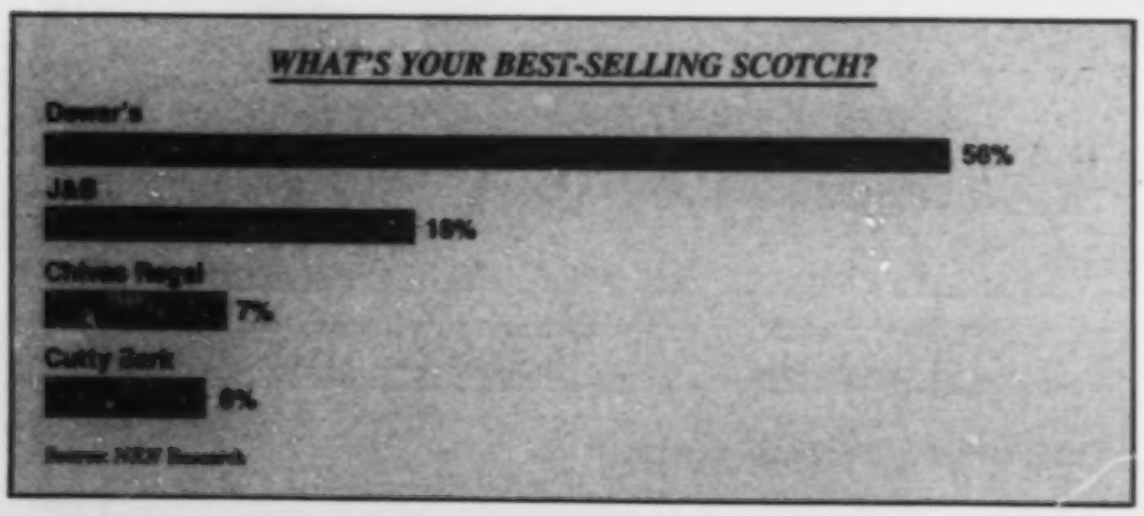
Beefeater's is gin drinkers' favorite gin, outdistancing second-place Gordons almost four-to-one. Tanqueray scored 11%, Schenley 3% and Fleischmann's, Gilbey's and Barton's each 2% of operator mentions.

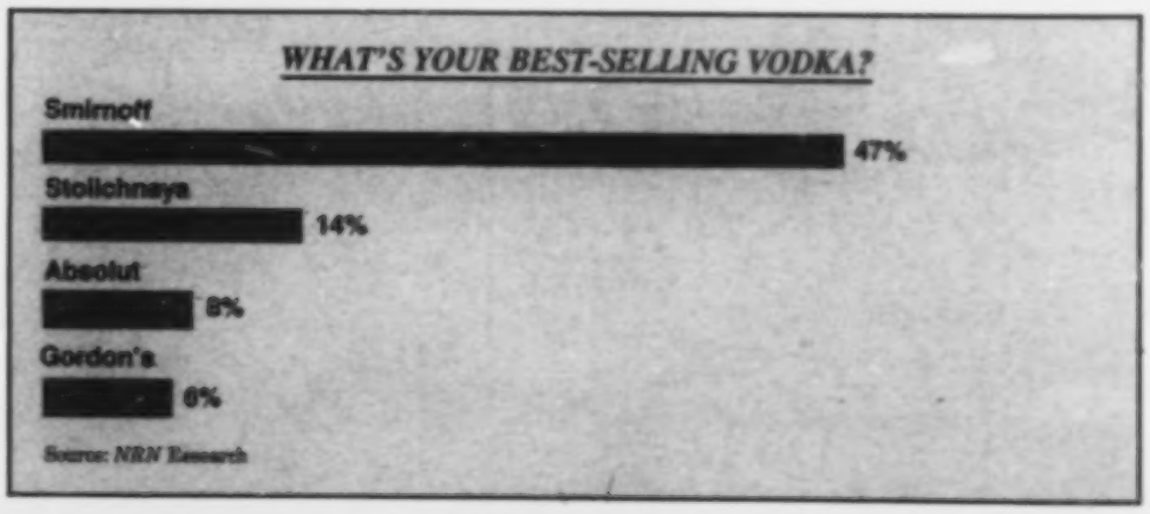


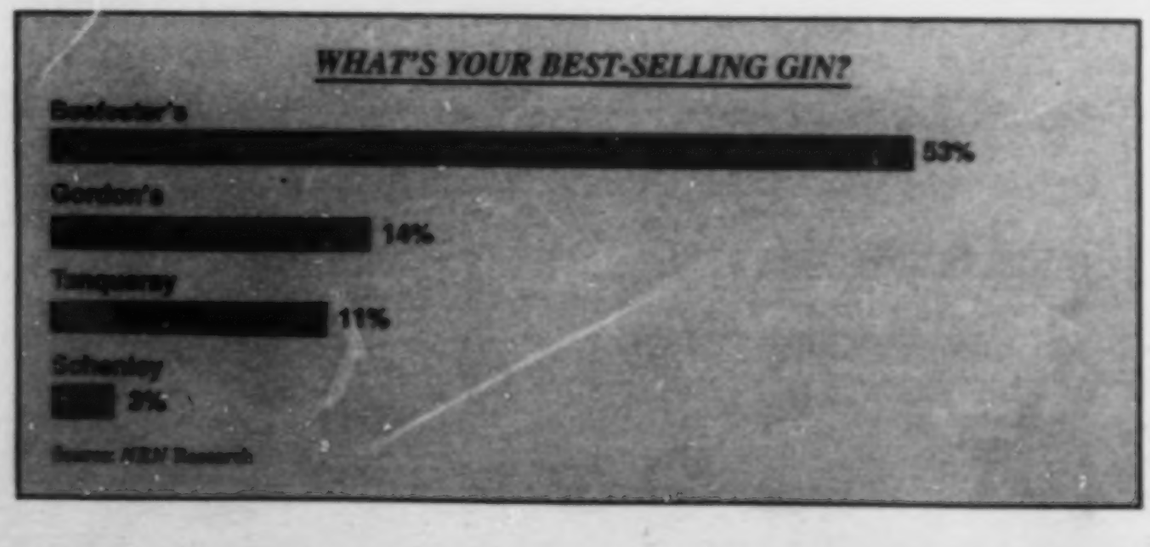


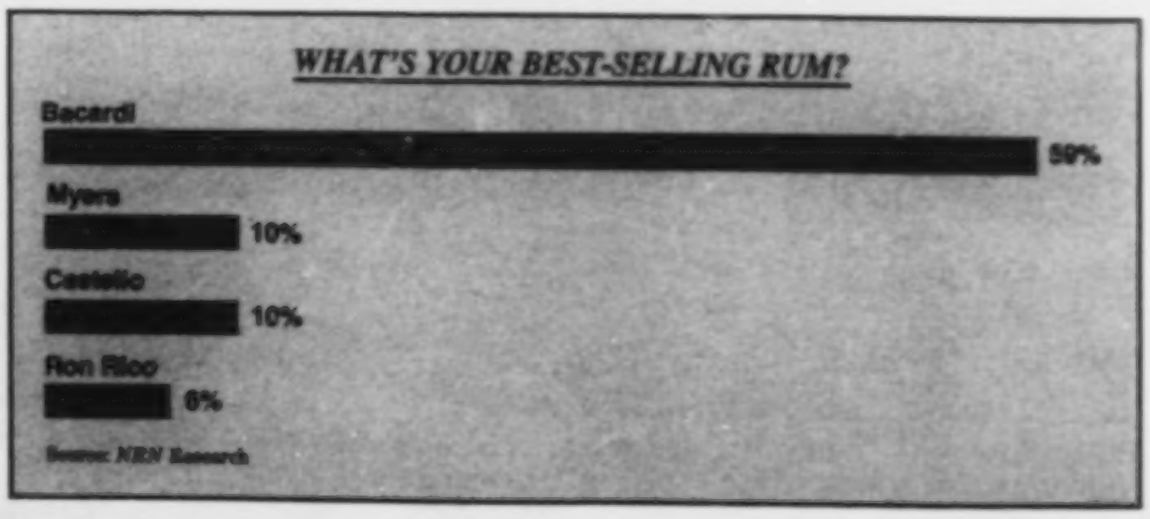


More than half the operators in *NRN*'s survey said customers ordered scotch by brand name more often than any other liquor.









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Operators tap new market—beer connoisseurs

By Richard Martin

A growing number of savvy bar operators are tapping a burgeoning market by merchandising flavorful, "upscale" imported and "boutique" domestic brews that are increasingly favored by a new breed of beer connoisseur.

Demographics are shifting, and in many major markets new approaches to beer merchandising have been launched to appeal to the maturing Baby Boom generation. Meanwhile, the traditional 18-to-30-year-old beer drinking market is shrinking, along with sales of domestic beers, forcing operators to re-examine their beverage strategies.

Although overall sales trends for beer have flattened out and even dipped since per-capita consumption peaked in 1981, sales of imports—though they account for only about 3% of the United States beer market—are growing at an approximate annual rate of 10%, industry analysts report. While a changing social attitude toward drinking cuts into spirits sales, restaurateurs from coast to coast say imported beers—properly promoted—are often more than compensating for slackening hard-liquor profits.

Some pub-restaurants have expanded their customer bases with internationally themed beer tasting "clubs," while others have resorted to exalted service techniques—including the use of ice buckets and other service-temperature specifications—to glorify their pricier imported brew selections and attract yuppie beer aficionados.

Windows of Hawaii, a white-tablecloth dinnerhouse in Honolulu, uses tableside ice buckets for serving 25-oz. bottled imports from its list of 40 beers from 16 countries. Carlos 'n Charlie's, the upscale Mexican-Continental restaurant on Sunset Strip in West Hollywood, keeps patrons' 12-oz. brews cold in tabletop ice pails.

Other establishments are mating certain exotic kinds of beer with compatible food items, attempting to endow their beer lists with an aura like that surrounding their fine wine selections.

Though they must wrestle with tricky inventory logistics, some operators are building their beer business on the strengths of encyclopedic beer lists comprising hundreds of labels. Irwin Held, proprietor of Barney's Beanery in West Hollywood, is adding to its 250-label beer list to satisfy customers who equate rare imports with status and prestige. "More and more people believe they're beer connoisseurs, so we give them what they want," says Held.

Other restaurants, like O'Shaughnessy's in downtown Los Angeles, are charging admission to promotional tasting seminars, where their beer-drinking clientele is polled to help endorse additions to their beer lists.

At Cutters restaurant in Santa Monica, Calif., three of the five draft beers and half of the 16 bottled selections are imports, while the rest are European-type beers and ales from small domestic breweries. Cutters' menu touts the credentials of its beer consultant and further tells customers why its respective beers are served either at an optimal 45°F "chill" or a 55°F "cellar" temperature.

While tallying first-year sales of nearly $4 million—35% in bar sales—Cutters' general manager Mike Vucurevich has seen a "dramatic" shift away from spirits to beer and wine, with beer sales growing two points in a year to 17% of bar sales, while spirits have declined from 53% to only 47%.

Leon Siwek, owner of the Mustard Seed pub-restaurant in Elmsford, N.Y., has seen a similar downward trend in hard liquor sales and more than an 8% increase in beer sales over last year's figure. Siwek was prepared for the shift in drinking habits. Three years ago, sensing a trend developing, he reduced his selection of wines from several dozen to just a few, and he began building his beer menu—which today offers 79 "super-premium" foreign and domestic brews and 15 more chalkboard specials—to complement such specialties as caviar-topped burgers and omelets.

Half of the Mustard Seed's prodigious sales volume is in bar items, two-thirds of which are beer. Siwek's best beer customers are the foreign businessmen drawn from a nearby multinational corporate park. "We're selling a piece of nostalgia," he says.

Rick Rising-Moore and his three partners at McDuff Management Co. have expanded the imported beer menus of their six pizza-pubs in Indianapolis from 10 to 60 labels in the last six years. Their clientele has expanded as well, partly from the "passport club" enticement at their two Union Jack clubs, where patrons who have had their cards punched for all 60 beers are immortalized on a plaque in the bar. The club concept and the broad imported beer variety have "given us our little market niche," says McDuff partner Scott Barnes.

In many cosmopolitan urban markets, upscale beers are reportedly offering customers a new avenue through which they can show off their good taste.

"What's happening to imported beer is the same thing that happened to wine 10 years ago," says Mike Badalian, who is launching a line of 10 all-natural Belgian beers in his high-grossing Beverly Hills, Calif., restaurant, Bistango.

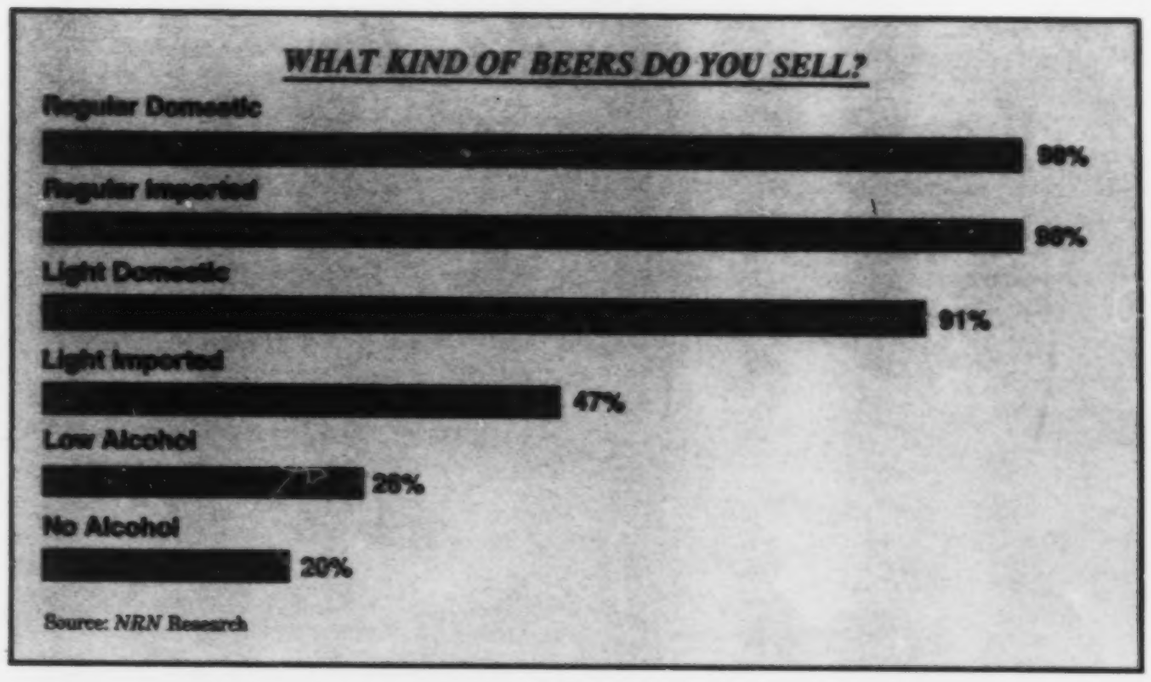
"People used to talk wine; now they talk beer," explains Badalian, while tasting one of his new brews, which Trappist monks in Belgium make from 1,000-year-old recipes, including one that turns the beer red from curing for nearly a year with red cherries. The different beers—depending on the particular label—lend themselves to pairing with either fish or meat or even dessert, says Badalian, who is planning food-menu tie-ins.

John Yamin, the Saga Corp. contract manager of O'Shaughnessy's Downtown in Los Angeles, has charged $7.50 for admission to a popular series of weekly international beer tastings and seminars that are helping both to advertise the restaurant and to counter a "rapid decline" in hard liquor sales.

Exposure of O'Shaughnessy's to beer fans during the initial two months of tastings has already been reflected in the growth in sales of one well-known German premium label from one case a week to nearly four cases.

"In developing an imported beer list, "You have to start off slowly, with maybe one or two beers," Yamin says. "If you see sales increase, as we did, you add others." Sudden implementation of an expansive beer inventory may not yield the desired effect and can overburden an unwary restaurateur. "Too many who've jumped in find there's no water in the pool," Yamin cautioned.

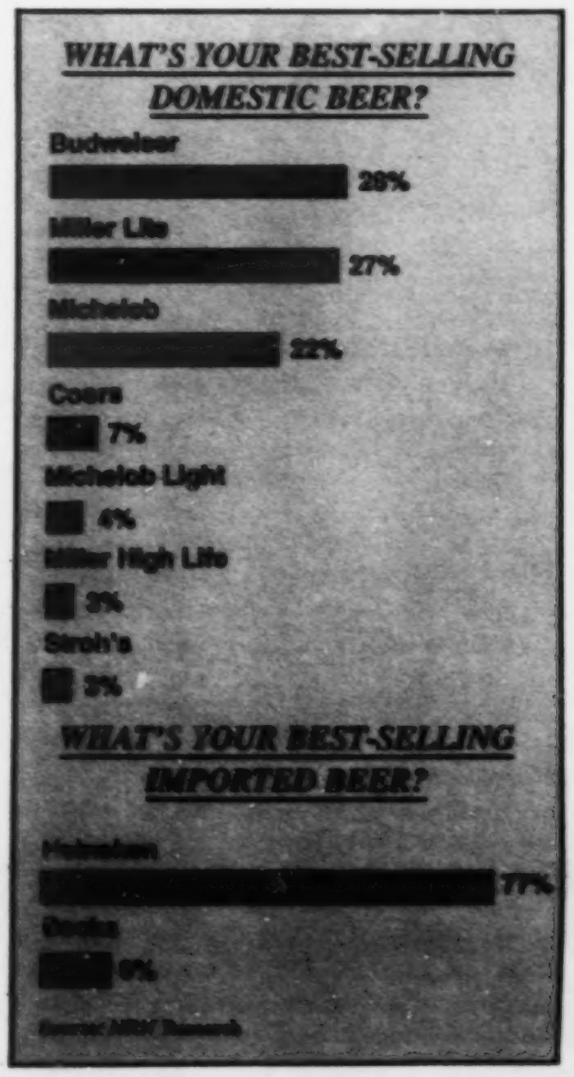
'Overall sales trends for beer have flattened out and even dipped since consumption peaked in 1981.'



HOW MANY BRANDS OF BEER DO YOU SELL?

	Chain Dinnerhouse	Independent Restaurant	Hotel Chain
Domestic	5	6	7
Imported	7	12	14
Total	12	18	21

Source: *NRN* Research



NRN *survey names top-selling beers*

Budweiser and Miller Lite are the top-selling domestic beers, and Heineken is the top-selling imported beer at 131 independent restaurants, chain dinnerhouses and chain hotels surveyed by *Nation's Restaurant News*.

Asked to name their best-selling domestic beer, 28% of the operators said it is Budweiser, and 27% said Miller Lite. They were followed by Michelob (22%), Coors (7%), Michelob Light (4%), Miller High Life (3%) and Stroh's (3%).

Asked to name their best-selling imported beer, 77% said Heineken. The No. 2 imported beer, according to operators contacted by *NRN* is Becks, trailing far behind Heineken with 9%. St. Pauli Girl, Molson, Moosehead, Kronenborg and Don Equis all scored 2% of operator mentions.

Nearly all in the survey sell both domestic and imported beers, and 91% sell light domestic beer. But less than half (47%) carry light imported beer, and only 28% sell low-alcohol beer. One-fifth of the respondents said they serve nonalcoholic beer.

Chain hotel operators said they stock 21 brands of beer—14 imports and seven domestics on the average. Independent restaurants on the average stock a dozen imports and six domestics, and chain dinnerhouses stock five domestic and seven imports.

While Budweiser was named as the overall best-selling domestic beer, it runs No. 1 only in the Northeast and West, according to the *NRN* survey.

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By the bottle and the glass, champagne's popularity grows

By Paul Frumkin

The popularization of champagne is under way. Once largely limited to elegant occasions and infrequent celebrations, that premium sparkling wine is today being offered in a variety of forms that is making it accessible—and affordable—to more diners than ever before.

Many restaurateurs are discovering that stepped-up merchandising efforts, such as offering champagne by the glass or in cocktails, are boosting sales beyond their expectations. Still others are creating an entirely new type of fine-dining concept by featuring little else than champagne, caviar and a few well-chosen entrées.

A new alcoholic beverage study conducted for *Nation's Restaurant News* shows 92% of all restaurateurs polled offer foreign or domestic champagne and 48% of those say they have seen an increase in champagne consumption over last year's.

And while sales of all domestic and European champagnes and sparkling wines are on the rise, shipments of French champagne to this country have shown dramatic growth—aided, no doubt, by the strength of the dollar against the French franc. French champagne shipments to the U.S. in 1983 totaled 808,000 cases, compared with 590,000 cases in 1982. And for the first seven months of 1984, shipments jumped another 52% over those in the same period in 1983.

One reason for that increase can at least in part be attributed to the high number of operators—75%, according to the *NRN* study—who are now featuring champagne by the glass. Lisa Morgan, general manager of the 166-seat Golden Mushroom in Southfield, Mich., says her restaurant began offering champagne by the glass last January and sales have been surprisingly good.

"We decided to offer 15 wines by the glass to bring our beverage program more in tune with our menu," Morgan explains. "We added one champagne by the glass as an experiment, and sales have been much better than we anticipated."

The Golden Mushroom, which has a $35-per-person check average, is selling a French champagne for $3.50 a glass and is going through about four cases each week. Twelve different champagnes are also offered by the bottle, which accounts for another 2½ cases sold weekly. Bottle prices range from a low of $15 for a domestic to $110 for a French.

Morgan says that because of such positive customer response, she plans to add a champagne in a half-bottle size. She also may include one other champagne to augment the by-the-glass sales.

She does not believe increased champagne consumption is a fad. "I think that it is something that people always wanted," Morgan notes. "It was just never made that available before."

Aldo Rinero, owner of Le Monègasque in Palm Beach, Fla., sells no liquor at his 80-seat French restaurant. Instead, he offsets the lost beverage sales by aggressively merchandising wines and champagnes. Rinero estimates he sells 13 cases of champagne each week—12 of which are used solely in the preparation of the restaurant's signature champagne cocktail, Kir Monègasque.

Essentially the same drink as a Kir Royale—currently one of the most popular champagne cocktails in this country—a Kir Monègasque is made by flavoring champagne with syrup of cassis. Rinero says he gets approximately three 12-oz. drinks from each bottle of champagne and sells them for $4 each.

Additionally, Le Monègasque offers 11 French and domestic champagnes by the bottle, ranging in price from $32 to $105. Markup is anywhere from 2½ to 3 times cost, keeping champagne prices in line with the restaurant's $30 check average.

Petrossian, one of New York City's newest—and perhaps most specialized—restaurants, offers a limited menu designed around such pricey foods as smoked salmon, foie gras, truffles and, in particular, caviar and champagne. Co-owner Christian Petrossian, who also oversees his family's Paris-based caviar import business, points out that "there are only two drinks that are good with caviar—vodka and champagne."

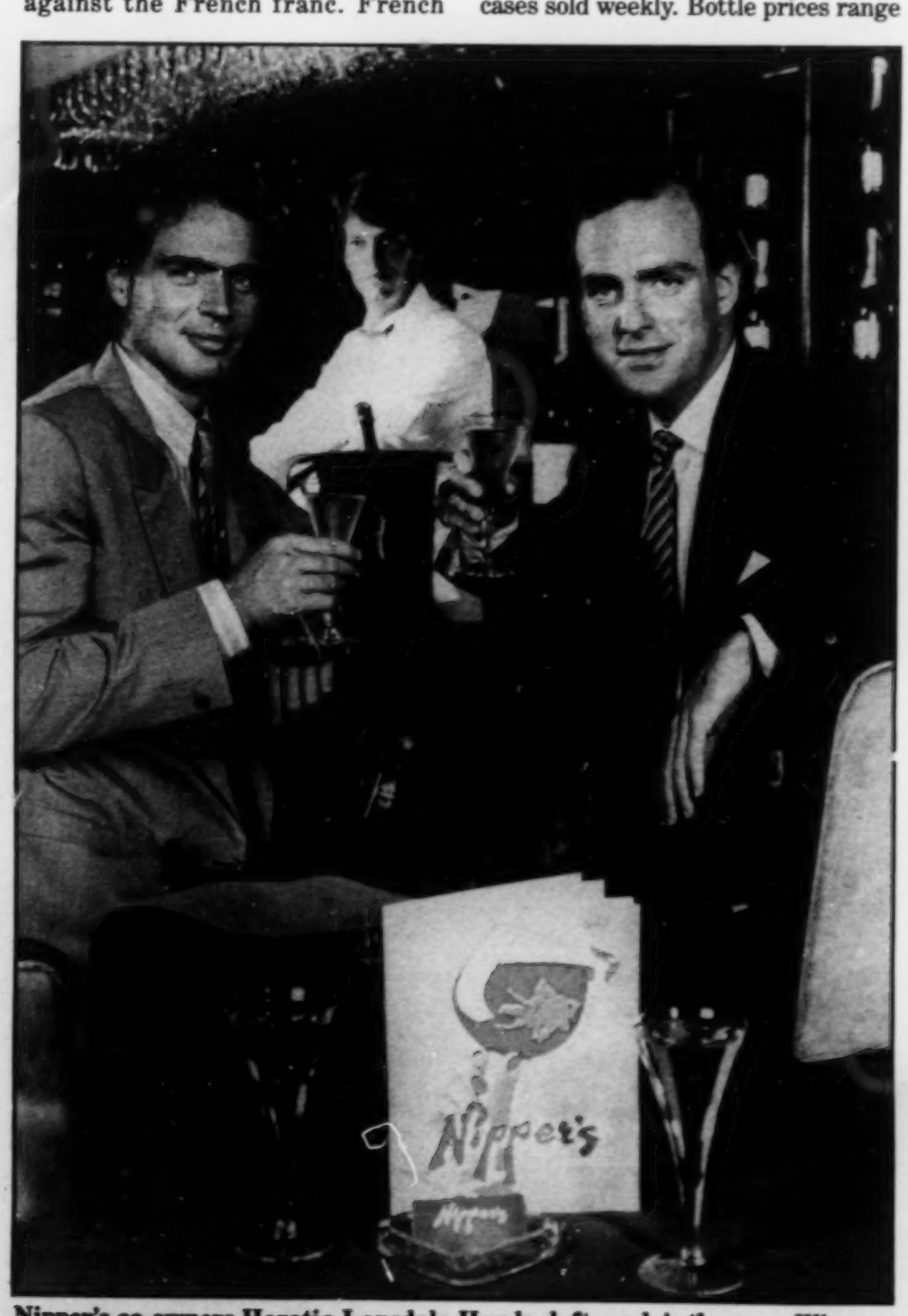
Champagne enhances the flavor as well as the idea of the thing," he says. "It is a good marriage on the palate."

The 60-seat restaurant, which also houses a retail caviar shop, is currently offering two champagnes by the glass for $6 and $9. Additionally, 24 bottled champagnes are featured under four pricing categories: $35, $50, $60 and $90. Bottle markup is two times cost.

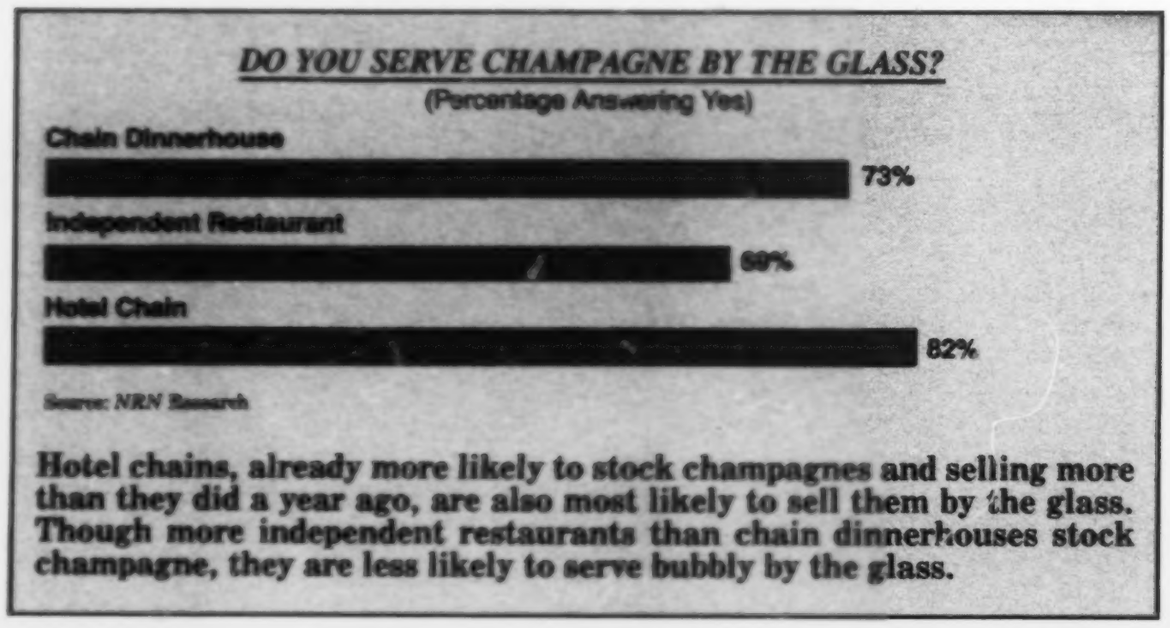
Petrossian estimates the restaurant sells about 450 bottles of champagne each week and expects to move 2,500 cases by the end of 1985. While customers are coming into the restaurant to order from its elegant full-service and degustation menus, many simply choose some caviar and champagne, he says. The check average for the seemingly high-priced restaurant is well within reasonable limits—$35 per person.

Petrossian expects the concept will soon catch on in this country. (In fact, Nippers, a Los Angeles-based operation, already has two restaurants that showcase champagne.)

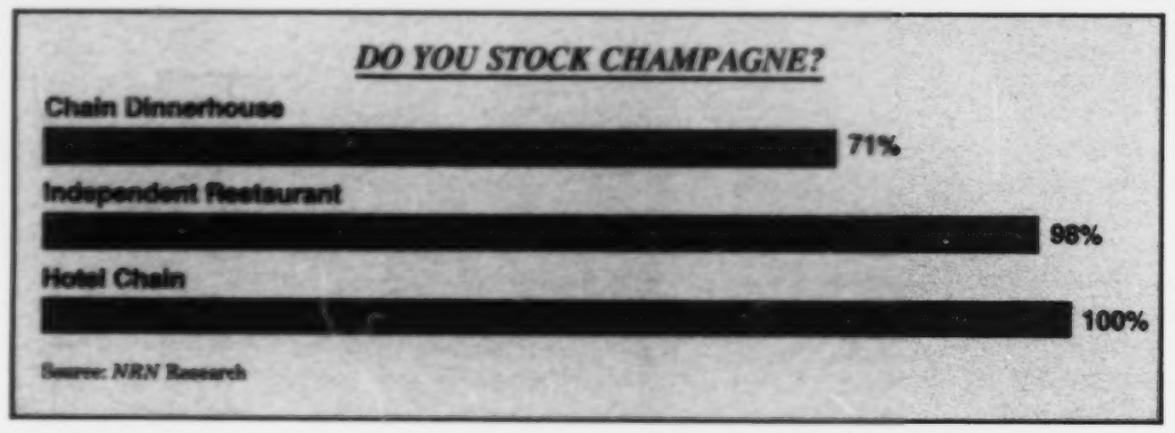
"You don't need to have just a birthday to have champagne," he notes. "You cannot hold it for a whole year. It is a way of living."

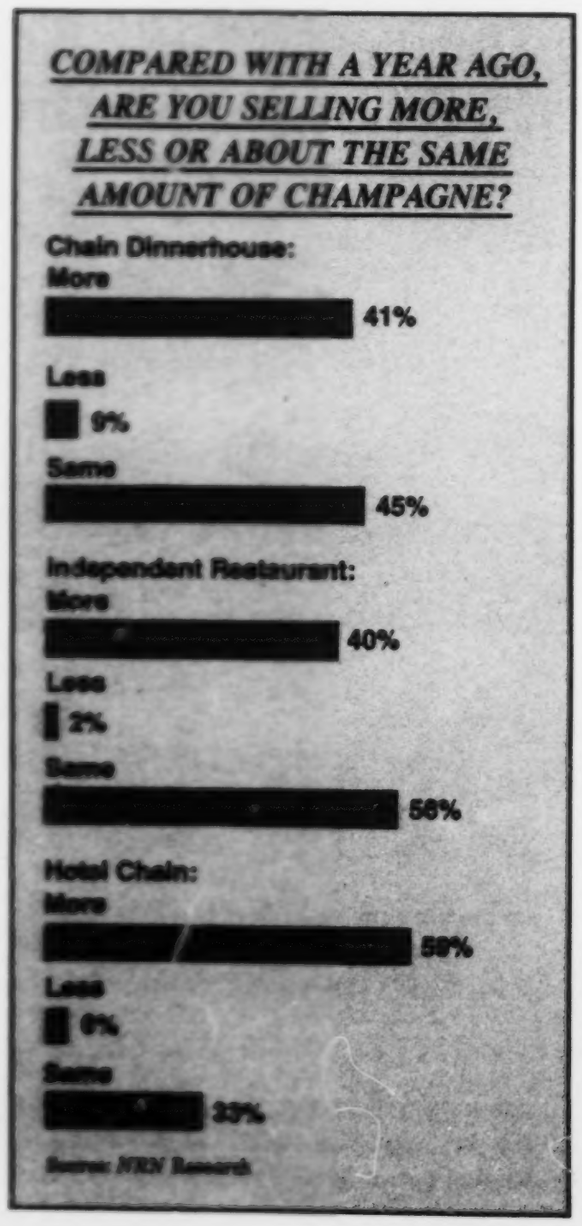


Nipper's co-owners Horatio Lonsdale-Hands, left, and Arthur von Wiesenberger have tapped into the growing champagne-only market in Los Angeles.



Hotel chains, already more likely to stock champagnes and selling more than they did a year ago, are also most likely to sell them by the glass. Though more independent restaurants than chain dinnerhouses stock champagne, they are less likely to serve bubbly by the glass.





FOCUS | NRN

Cocktail hours thrive despite drunken-driving crackdowns

By Howard Riell

Even with DWI awareness and the emergence of the mocktail capturing greater industry attention than ever before, sales during the cocktail hour—enclave for after-hours executives—appear unfazed, according to bartenders and operators. As one counterman said of his cocktail crowd, "Just give 'em booze; they'll come back."

A *Nation's Restaurant News* survey showed operators are serving more vodka, rum, liqueurs, cordials and aperitifs than they did a year ago. During the traditional cocktail hour (5 p.m. to roughly 8 p.m.), however, scotch—sales of which have stayed flat overall, according to the survey—heads the list. Nowhere in evidence are the low and nonalcoholic drinks whose sales are climbing during other dayparts.

"I don't think they've made any impact on the market," said Thomas Lockhart, training director for Nashville-based themer Spats International, referring to low-alcohol, low-calorie drinks. "I think that's by and large a bunch of, well, I won't say it. People throw away all thoughts about counting calories" during cocktail hours, he said. "Liquor has not changed one iota."

Sales after 5 p.m., said Lockhart, are good, with liquor accounting overall for about 40% of Spats' sales. Scotch leads, he said, with margaritas, priced at $2.75, Long Island Teas (served in quart jars) at $4.95 and Depth Charges —shots of tequila with a beer chaser, for $4.05—trailing close behind.

John Vigliotti, chef-manager of New York's Press Box, said scotch and vodka were his most popular cocktail-hour liquors, although liquor sales have dropped about 10% lately. The restaurant serves no nonalcoholic drinks, he said, because, simply, "there is no demand for it."

Greg Johnson, manager at one of Kansas City-based Houlihan's 50 restaurants, said hard liquor, in his case vodka, is what his cocktail hour crowd wants. His restaurant served no low or nonalcoholic drinks at all, he said. Scotch, gin and rum, he said, remain big sellers.

At New York's T. J. Tucker's, vodka and white wines are the two most-asked-for cocktail hour beverages, according to Jim Torello, its manager of two and a half years. The restaurant/bar draws its late-afternoon crowd from Wall Street and from Manhattanites who work out at nearby health clubs, such as the Vertical Club. Serving "general pub fare," like nachos, guacamole and fish, chicken and pasta specials, Tucker's sells more wine as temperatures climb, said Torello. Gin and tonic, vodka with soda or tonic and scotch are also popular. Again, low-alcohol drinks are "almost nil," according to bartender Jimmy Connelly, although he will "rarely" get a request for soda water or Perrier.

A crowd packs the bar during happy hour at a Houlihan's unit. Despite the drunken-driving problem , hard liquors are still big sellers.

Don Slater, chief concept manager for 170-unit, Dallas-based Bennigan's, said his chain, "like the rest of the industry, [has] experienced soft alcohol sales over the last three years because of the trend of moderation. But cocktail hours are still extremely popular."

A chain spokesman noted a trend away from dark liquors to white ones like gin and rums. Wine spritzers and coolers and other lower-proof drinks are what the cocktail crowd ask for, she said. The chain offers an "enormous" amount of appetizers, the spokesman said, yet "doesn't depend on complimentary food to attract customers." Operating in 33 states, it is projecting annual unit volumes of $2.2 million for 1985, based on the year's first three quarters.

Owners would rather sell liqueurs than turn tables

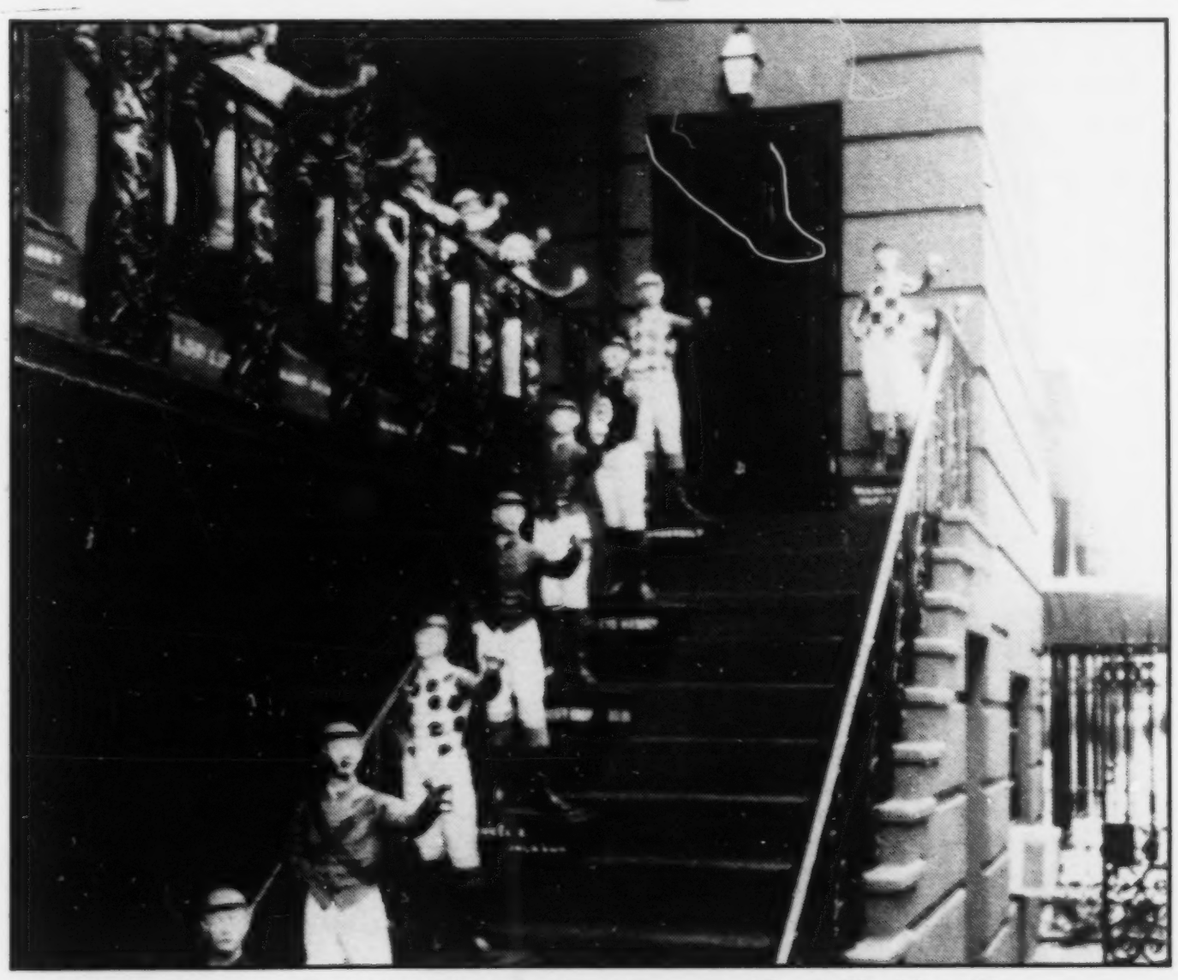
Operators of fine-dining restaurants said they're committed to featuring after-dinner liqueurs—so much so that they would rather keep customers sitting longer, drinking them, than turn the table.

At the same time, however, none of those questioned said they do more to merchandise the drinks than simply having their waiters ask customers if they'd like one.

"The philosophy is as follows," said Don Dianda, owner of San Francisco's Doros restaurant. "When you come into my restaurant, you understand you're going to be here all night. We never worry about turning tables."

After-dinner drinks at the 140-seat restaurant, with its Italian-influenced menu, "bounced back [after] being lost for some time," Dianda said. Cognacs are the best sellers, with "some ports" and champagne following close behind. Overall, roughly 25% of Doros' $3 million annual sales is liquor, with after-dinner liqueurs accounting for 10% to 12% of total bar sales. Though once popular, cream drinks have not been selling of late, he said.

At Jimmy's Place in Chicago, sales of after-dinner liqueurs have been "not too terrific for the last couple of years," said owner Jimmy Rohr. "We don't have a great deal of after-dinner drinks," he explained but added, "We always ask. We do no table turns during the week. We would like to sell more after-dinner drinks." Although the 80-seat restaurant gets 28% of an annual $800,000 in sales from alcohol, liqueurs after dinner account for only about 5% of that, Rohr said. Although Jimmy's features no cream drinks because Rohr "wouldn't like the bottle sitting around for two weeks," bartenders, when asked, will prepare them individually with fresh cream.



At the landmark "21" Club in Manhattan, president Sheldon Tannen says he's not interested in turning tables, but in giving customers a complete meal—including liqueurs.

At Manhattan's landmark "21" Club, longtime president Sheldon Tannen said, "We want someone to have a complete meal. Our customers come here to spend an evening. We're not looking to turn a table. We want them to take their time and eat slowly."

With tables turning about one and a quarter times at dinner, Tannen looks to Italian and licorice liqueurs and cognac for "pretty constant" sales. As for merchandising, Tannen says, "This is a first-class restaurant. The people who come here know what they want. There's no chicanery like table tents or anything like that."

Peter Barsczeski, back-of-house manager at New Orleans' Mr. B's for the last two years, said, "We're not interested in doing a high-volume business for the sake of having high-volume business. The Brennans [brother-and-sister owners Ralph and Cindy] don't operate on the basis of getting someone in and out."

Instead, the restaurant opts for a relaxed atmosphere, selling lots of brandies and specialty drinks like Irish Coffee and Mr. B's coffee, a combination of amaretto and orange brandy, coffee, whipped cream and a dash of cinnamon, priced at $4. Liquor makes up 35% of sales, Barsczeski said; 5% to 10% of that comes after dinner.

Samuel Correnti, beverage manager for New York's Water Club, said he is "very happy to have [customers] stay for an after-dinner drink." He reports sales of vintage ports after dinner have tripled, as have sales of dessert wines. Cordials begin at $4.50, with vintage ports, mostly 1963's, selling for between $12.50 and $14.50 a glass.

"Our captains are always trained to remember the wine list and what is available at the bar," said Correnti. "We rely on them to make suggestions when appropriate."

"Does it pay to keep people longer? Yes, it does," said Tino Escobedo, manager of Tony Vallone's Tony's in Houston. "But our type of client will stay regardless, for an after-dinner drink or just to enjoy coffee." The restaurant turns dinner tables twice a night. Aperitifs and light wines head the after-dinner list, Escobedo said, along with cream drinks and coffee liqueurs. The move to low and nonalcoholic drinks has not shown itself at Tony's, Escobedo said, but bartenders, when asked, will prepare soft drinks.

FOCUS | NRN

Exotic ethnic drinks capture the customer's fancy

By Mark Schoifet

Operators of ethnic or regional American restaurants are finding the American penchant for exotic fare includes beverages as well as food.

Restaurateurs often promote a specific drink or beer as their signature bar item. Whether it's an Asian beer at a Japanese restaurant or a frozen margarita at a Mexican dinnerhouse, those items are often top sellers.

Consul Corp., the largest franchisee of Chi-Chi's Mexican restaurants, said margaritas account for between 50% and 80% of all liquor sales. The tequila-orange liqueur-lime juice concoction is promoted through table tents and via a popular Tuesday promotion known as "Margaritaville." During the Tuesday promotion both types of margaritas—regular and strawberry—are half-priced. Regular price is normally between $3.50 and $4.

"That has been one of the most successful promotions Chi-Chi's has run," said Alex Keto, director of marketing for Consul Corp., which operates 46 Chi-Chi's units.

Consul even changes the consistency of its frozen margaritas according to region. In Texas units the drinks are icy, while in the Midwest the margaritas are more frothy, according to the company.

Rocky Aoki, founder and president of the 45-unit Benihana chain of Japanese restaurants, is also well aware of the marketability of ethnic drinks. His exclusive deal for a leading Japanese import beer has made Benihana responsible for about 10% of United States consumption of the product, Aoki said. Benihana also sells a private label of *sake*, a rice-based alcoholic drink that is usually served hot.

At Consul Corp.'s Chi-Chi's franchises, margaritas account for between 50% and 80% of all liquor sales.

Aoki's newest venture is expected to be the introduction of *shochu*, a Japanese root-based liquor similar to vodka.

"It is the most popular drink in Japan right now," said Aoki. "We'd like to introduce *shochu* to the U.S. in the later part of this year."

Some of the most dynamic promotions of regional American drinks take place at the American Festival Café at New York's Rockefeller Center. The restaurant, which changes its menu several times a year to focus on different geographic regions, takes great pride in the authenticity of its drinks.

A recent New Orleans menu featured sazerac cocktails (a mist anchored by bitters), Arnaud's ambrosia (brandy, cointreau, lemon juice and champagne), Ramos gin fizz (orange flower water, lime juice, lemon, milk and egg white for foam) and several champagne-based Hurricane drinks popularized by Pat O'Brien's establishment in the French Quarter.

Other New Orleans-area drinks popular at Cajun restaurants include Cajun martinis, which can be several variations of drinks made with vodka that has been marinating in jalapeño peppers.

American Festival Café's current regional-drink special coincides with its "Springtime in Charleston" theme. Three special drinks, Cherry Bounce, Cool o' the Evening and St. Cecilia Society Punch, contain Barbadian rum. The restaurant notes many second-generation English colonists moved to Charleston from Barbados because of its similar climate.

The Cherry Bounce is rum mixed with the juice of tart cherries. Cool o' the Evening is rum, lemon, mint and sugar. And St. Cecilia Society Punch is champagne, stirred once with a light mixture of two brandies, rum and lemon juice.

Operators find mocktails an alternative to alcohol

By Don Jeffrey

Reviled by some as overpriced fruit juices and praised by others as imaginative beverage offerings, mocktails are working their way onto the menus of restaurants, bars and even baseball stadiums.

Declining sales of alcoholic beverages and the current mood concerning drinking and driving have forced operators to look for alternative ways of boosting beverage sales. And mocktails have been one of the most visible options.

A mocktail typically resembles an alcoholic beverage like a margarita or Bloody Mary in name, ingredients and look, except that there is no alcohol present.

Some operators believe those drinks are a fad that will fade when the current antidrinking climate cools. Others object to the term "mocktails" or the way in which they are presented, saying they do not do justice to the new breed of beverage.

As for sales gains, reports are mixed. Responses range from "significant" gains to hardly any effect at all. Some say mocktails have helped arrest the decline in overall beverage sales.

At Consul Corp., the 47-unit Chi-Chi's franchisee, the four $1.95 mocktails known collectively as Nada have boosted check averages because customers who ordered soft drinks have traded up to them, according to marketing director Alex Keto.

At The Cranberry Bog, an independent restaurant near Albany, N.Y., mocktails are a "significant" percentage of sales, says operations manager Mike Fitzgerald. The best nonalcoholic seller, he says, is a mock wine made from grape juice.

Fitzgerald says his restaurant began offering mocktails long before the drinking-and-driving issue became inflamed. "It was time to take the nonalcoholic drinker out of the closet and give him something other than soda and coffee."

Also early in developing nonalcoholic drinks was 110-unit T.G.I. Friday's. Publicist Nathan James says Friday's introduced those drinks about 10 years ago as part of the process of becoming more food oriented. The trend toward greater concern over health and fitness gave the process a boost.

Friday's now features two lines of such drinks: smoothies and flings. Smoothies, which sell between $2 and $3, have the taste of fruit and yogurt. The newly rolled-out flings are a mixture of fruit juices and sparkling waters.

But James says Friday's dislikes the word *mocktails*. Smoothies and flings are "a new category of drinks," he says. "They don't make a pretense to look like or taste like cocktails."

Seventy-unit Bennigan's has had three mocktails on its menu for two years and plans to add more on the new menu it is introducing in May. A spokesman says mocktails will receive a new emphasis. "They'll be the first thing you see when you open the menu." They are priced from $1.50 to $2.25.

Bennigan's has had three mocktails on the menu for the last two years. It plans to add more on the new menu which will be introduced next month.

Few chains or restaurants seem to be marketing their nonalcoholic beverages outside their establishments. Table tents and other internal promotions are the favored means of merchandising.

At The Cranberry Bog employee-incentive promotions treat the mocktails the same as an alcoholic beverage. An employee gets just as many points for selling Virgin Marys as for Bloody Marys.

Some independents merchandise mocktails through separate menus. At Plumbley's off the Common, an Amherst, Mass., restaurant, that works well, says manager Bob Jones. Sales are "noticeable," he says. Amherst is a college town in a state that has some of the strictest laws in the nation regarding the sale of liquor.

Gene Sage, owner of restaurants in the Chicago area, has a section on his wine lists for "alternative drinks." It includes beers, wines, ciders and mocktails. The media's interest in the new drinks has helped sales.

Sage warns, though, that operators must change the presentation of many of the drinks because they are "too youth oriented." Older people are not ordering them.

Mocktails have found their way into contract food service as well. Sportservice and its sister company, Air Terminal Services, operators of food service in 14 airports and 48 parks, stadiums and arenas, have been experimenting with them.

Spokesman Marilyn Wilson says a "mock-garita" is being tested this year at Busch Stadium in St. Louis. It is being merchandised at a Mexican-food concession stand and also in a portable nacho stand in the concourse of the stadium. That and other efforts by the companies are part of an aggressive new campaign under the slogan "Sobriety is no accident."

FOCUS | NRN

Happy hour promotions draw fire from all sides

By David Zuckerman

In the wake of a nationwide crackdown on drunken drivers, so-called happy hour promotions—offering reduced-price drinks between 4 p.m. and 7 p.m. weekdays—are drawing increasing fire from state legislators, antidrinking groups and, surprisingly, restaurant operators themselves.

Already banned in some states and facing extinction in others, happy hours have become over the years the principle marketing tool for attracting late-afternoon bar business. But while happy hour drink premiums remain an industry standard, a growing number of operators have begun to de-emphasize alcohol in favor of stepped-up food promotions.

Nearly half (49%) of the independent restaurants surveyed by *Nation's Restaurant News* last month said they served hors d'oeuvres in their bars. In the same survey 88% of the chain hotels and 65% of the chain dinnerhouses said they served hors d'oeuvres.

Cheese is the most popular bar food, with 54% of the operators surveyed saying they offered it at the bar. Other popular items are chicken (served by 34% of all operators surveyed), shrimp (34%), meatballs (30%), pizza (27%), egg rolls (21%), vegetables (18%) and tacos (18%).

In an attempt to discourage excessive drinking at happy hour, Chadwicks, with three restaurants in the Washington, D.C., area, dropped all happy hour discounts on alcoholic beverages, even though it wasn't required to do so by law.

While competitors continue to lure the after-work crowd with reduced-price drinks, Chadwicks—which counts on bar business for approximately 45% of sales—has instead begun offering half-priced food side orders in the 4:30 p.m. to 6:30 p.m. time slot along with its usual complimentary nacho chips and dip.

"We are not discouraging drinking, just excess drinking," said Chadwicks' vice president of finance Tom Russo of the new policy. "Happy hour was a very profitable period for us because of the high volumes, and we were definitely concerned that there would be a sharp dropoff in traffic."

Instead, Chadwicks' counts have remained stable, according to Russo, and could actually improve when the half-priced food promotion catches on. The restaurants are currently not advertising the food specials, which include such items as onion rings, fried zucchini, mozzarella sticks and a fruit and cheese board listed daily on a blackboard.

While Chadwicks is now offering the discounted side orders "practically at cost," according to Russo, the restaurants' bottom line could well improve under the new policy. Assuming that traffic counts do not deteriorate substantially, the elimination of reduced-price drinks during happy hour will put an end to a major profit drain.

"Normally happy hour is not a strong period for food sales anyway," Russo said, indicating Chadwicks will lose less on discounted food than on discounted drinks. "People who come to a bar at that time of day are looking to meet other people and have a drink. After all, we begin serving dinner at 5 p.m."

Other operators, as well, have begun to view happy hour drink premiums as a losing proposition. Unlike Chadwicks, however, most have retained the promotion in states where it has not been banned for fear of losing too much traffic to the competition.

"The only reason we have happy hour is that everyone else does," said Lorraine Rahaim, a spokesman for Hattiesburg, Miss.-based Chevy's Diner and Bar. "If they passed laws banning happy hour in states where we operate, I think it would be great as long as everyone had to comply."

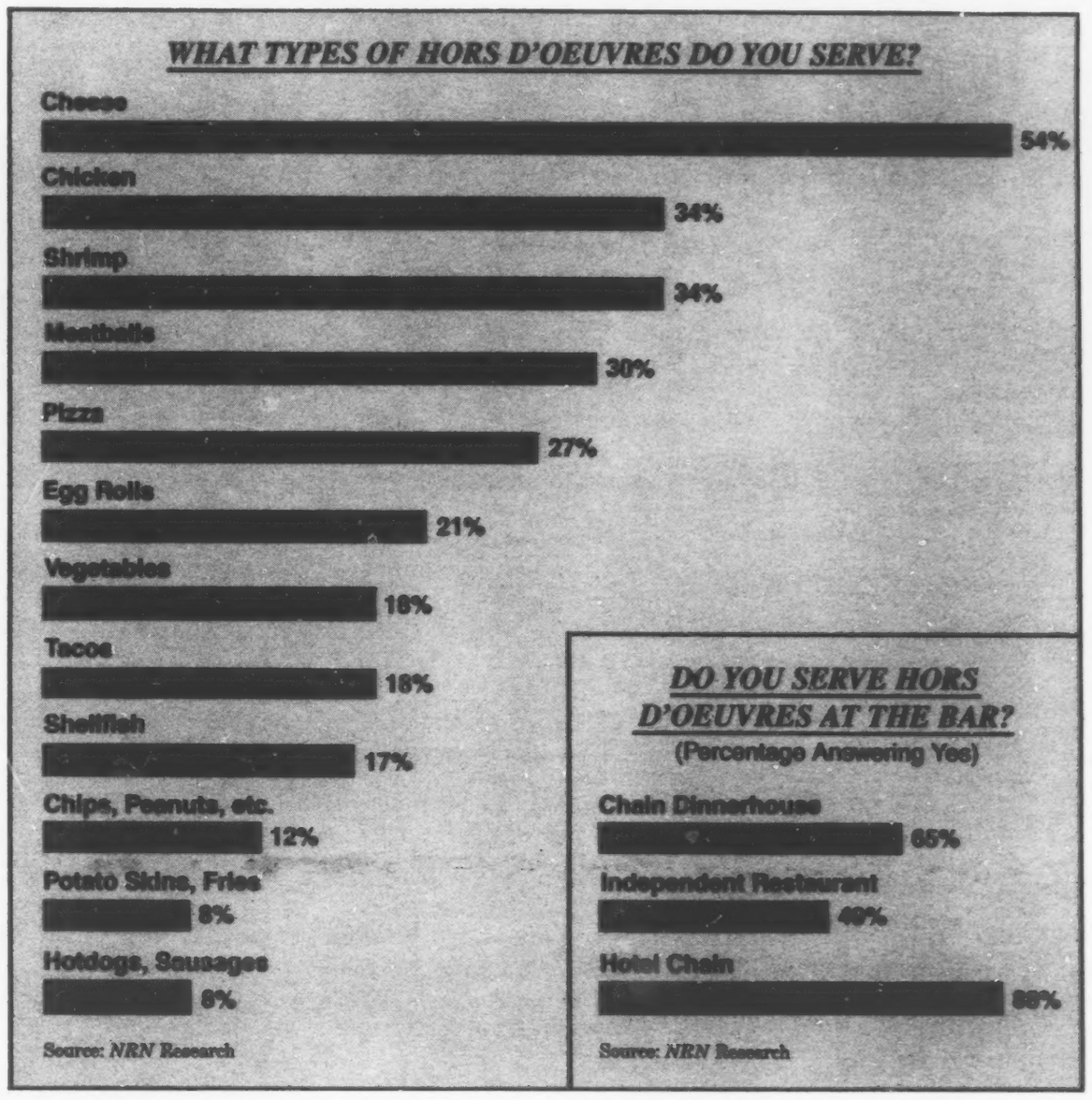
In fact, some larger chains, such as Irvine, Calif.-based El Torito, that operate units in states that have already banned reduced-price drink promotions are garnering substantial benefits from the new legislation.

"In Massachusetts we cut out happy hours even before the legislation was official," said El Torito executive vice president Martin Casey. "Instead we beefed up our free appetizer table, which includes Mexican specialties like burritos, guacamole dip and salsa."

Initially, Casey said, customer counts at Massachusetts El Torito units were down slightly, but "sales were not off because we had eliminated the discounting of drinks."

After a short period, however, traffic began to return, and now both sales and customer counts in Massachusetts are higher than ever, according to Casey.

"We still have happy hours in areas where it is permitted, but the impact is really very negligible," Casey said. "What you lose in terms of body counts [if happy hours are banned] you make up in increased sales. To some extent we view the end of happy hours as a price increase."



Ice cream 'smoothies' shake up beverage sales

By Ken Frydman

As spring settles in and temperatures rise, the sale of ice cream and liquor drinks is heating up at casual theme restaurant/bar operations.

"Five years ago ice cream drinks weren't really popular in restaurants, bars and lounges, but today they're 'hot' because of the variety of combinations and creations," said Mitch Howard, bar manager of Sea Galley in Lake Oswego, Ore., a suburb of Portland.

The ice cream/liquor concoctions, known commonly as "smoothies," are gaining in popularity among young and old alike—from New York to California. In fact, the Nanny Rose restaurant/bar in Manhattan expects to sell 150 $4 ice cream drinks a day this summer, or 30% of overall beverage sales, general manager Janine Freed said.

"During the winter we only sell a few of our Crayola Creams [vanilla ice cream, kahlua, amaretto, milk and cinnamon] and Nanny Roses [ice cream, strawberries, gin and milk garnished with whipped cream] each day," said Freed.

Warming trends are not solely responsible for the upsurge in those specialty drinks.

As preferences evolve from hard liquor to lighter beverages and intolerance toward drunk driving grows, many restaurant and bar customers are opting for alternatives like smoothies.

Even T.G.I. Friday's, the granddaddy of casual theme concepts, is heavily committed to its new line of 25 smoothies, nonalcoholic drinks made with yogurt, fresh fruits or sherbets.

"We're listening to what the customer has to say to us, and what he's saying is that he wants 'healthy'-type drinks," said Myke Gorecki, T.G.I. Friday's beverage director.

The Sea Galley has launched a merchandising effort around its line of 25 ice cream, liqueur and fresh fruit drinks, which sell for $2.75 each and account for 15% to 20% of total liquor sales, according to Howard.

"We offer them as before-dinner drinks and after-dinner desserts and suggestively sell them all day long, especially during the cool, soothing drink season," said Howard. Sea Galley is currently selling 20 smoothies a day; during the peak summer months the restaurant will sell 40 to 50 each day, he added.

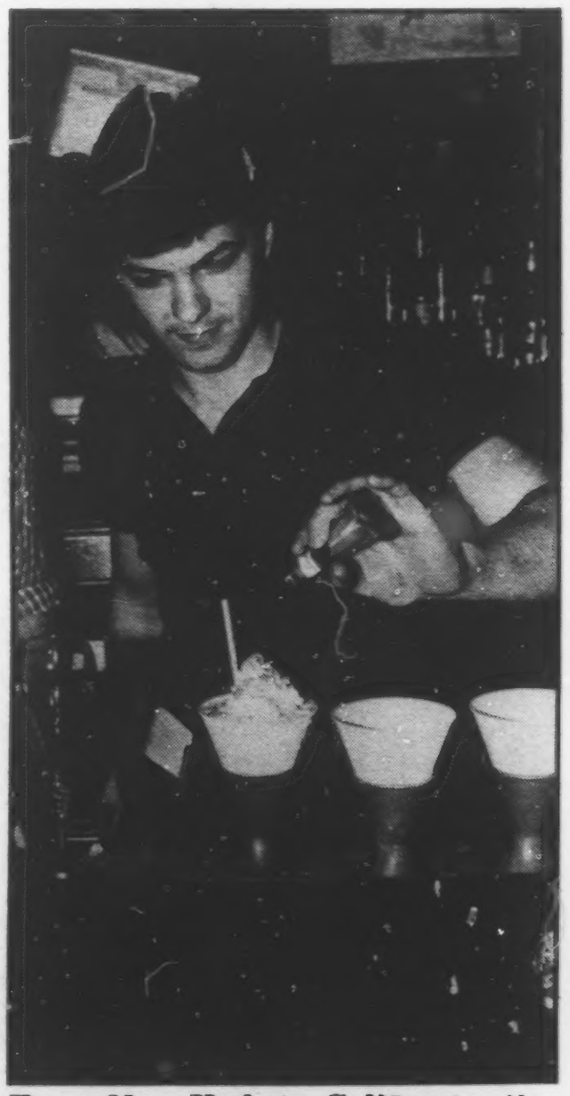
Sea Galley's dining customers are offered 3-oz. samples of strawberry, chocolate cookie and dark cocoa and banana smoothies while they wait for tables. A "Build Your Own Smoothie" program allows customers to mix liqueurs, ice creams and fruits together, creating their preferred blend. Two neon wall signs proclaim "Ice Cream Drinks."

Mardi Gras, the Red Onion chain's first "party" theme restaurant/bar, is tying in a menu of spiced barbecue, seafood, ribs, chicken and Mexican entrées with its clown-costumed employees, balloons, streamers and smoothies.

"Sixty per cent of our sales are liquor, and, depending on the time of year, a lot of that is generated by smoothies," said Mardi Gras manager Robert Simonetti. Table tents feature $1.95 to $2.95 smoothies, along with $9.95 "Buckets of Booze."

Although smoothie prices vary across the country, from the $1.95 "plain vanilla" version at Mardi Gras to the $4 variety at Nanny Rose, overhead costs remain basically the same—low.

The standard ice cream/liquor drink consists of brand name hard-pack ice cream refrigerated at 35° to 45°, fresh and frozen fruits and well-known brand liqueurs. The only equipment required by the bartender or mixer is an ice cream scooper and blender.



From New York to California, the sales of ice cream "smoothies" are gaining ground.

FOCUS | NRN

BEER, WINES & SPIRITS

Touting benefits of a super wine list

By Mort Hochstein

It costs restaurants a lot of money to build and maintain the kind of wine list that earns them national celebrity.

Why bother trying to create a super list? Why not cover all the bases with a well-rounded 30- or 40-bottle list and not be troubled by the problems and costs of maintaining a huge wine inventory?

Here's why from Allan Stillman, who is the proprietor of several top restaurants and is assembling a 50,000-bottle wine cellar at his Smith and Wollensky steakhouse in Manhattan:

"Let's say that the average cost to us is $10 a bottle. That's a $500,000 investment. At 15% interest that investment is costing us $75,000 a year.

"O.K. We've got 300,000 people a year coming through the door. If I can convince 1 out of 20, 1 out of 30, to do one of three things, I am going to get my investment back so fast it will make everybody's head spin."

Stillman said this is what can happen when his restaurant has a super wine list:

"My list is so much better than others that the customer will order a bottle of wine when he didn't intend to have wine. When people are presented with a 250-bottle wine list rather than a 40-bottle list, they tend to order wine. They perceive that my restaurant specializes in wine.

"Maybe it'll get a customer to order a better bottle of wine.

"Maybe it'll appeal to a writer who'll tell his readers my steakhouse has the best wine list in the world."

"How much is that worth?" Stillman asked and answered his own question: "$75,000 a year. All I need is one write-up by somebody with enough clout to bring in 4,000 or 5,000 extra people each year. Bingo! Big deal! It covers the whole thing."

With Stillman the proof shows in the cash register. "We started out with 15 bottles on the list," he said. "Now we have 30 California, 50 French reds. Our wine sales in seven years have shot up tenfold. Wine sales are going up 40% faster than food sales, and more of our customers are drinking wine because we've made a tremendous leap in what we can offer them."

He also dares to be different. "We serve absolutely no red Burgundies. Why?" He asked. Again he answered his own question: "I happen to be a Bordeaux drinker and a California drinker." It is not altogether a matter of personal taste, however. He adds: "When you start out with a wine list, Burgundies are very expensive, so we emphasize the other great reds."

When he finally stocks that 50,000-bottle cellar, will he have a great wine list? "No. It will be completely off balance," he explained. "We'll have a normal selection of whites, including white Burgundies, but we will have the best list of California Cabernets and Bordeaux in the world.

"In five years, with the power and the money that we have, it will simply be the greatest possible collection of Cabernet and Bordeaux reds. Now that is going to bring them in. With a wine list like that, where are the people going to go for steak?"

Is Stillman a cocky guy? No question about it, but this, after all, is the man who created—for better (his, certainly) or worse—T.G.I.F., the first singles bar in the United States, and fostered a whole chain as well as hundreds of knockoffs. Is he right in his assessment of the attraction a huge selection of red wines will have for you, the customer? I think so.

It is a given that a restaurant with a superior wine list does have that added advantage over a restaurant with a so-so collection. Do restaurants know how valuable that wine-lover-friendly association is? There's no question that they do. More and more, restaurant evaluations take into account the size and depth of the wine and the pricing. Today's sophisticated customers want to be sure the wine is there to add to the enjoyment of the meal. Wine lists are a factor in winning the awards—consumer and trade—that restaurants proudly place on their walls and in earning the recommendations in the guides for travelers.

RESTAURANT NEWS QUIZ

Here's this week's multiple-choice Restaurant News Quiz. Check your answers against the ones below. All questions are based on recent articles in *Nation's Restaurant News*. Good luck.

1. Which of these steakhouse chains is the most recent to roll out a product line geared toward health-and-nutrition-conscious customers?
a) Bonanza
b) Ryan's
c) Golden Corral
d) Quincy's

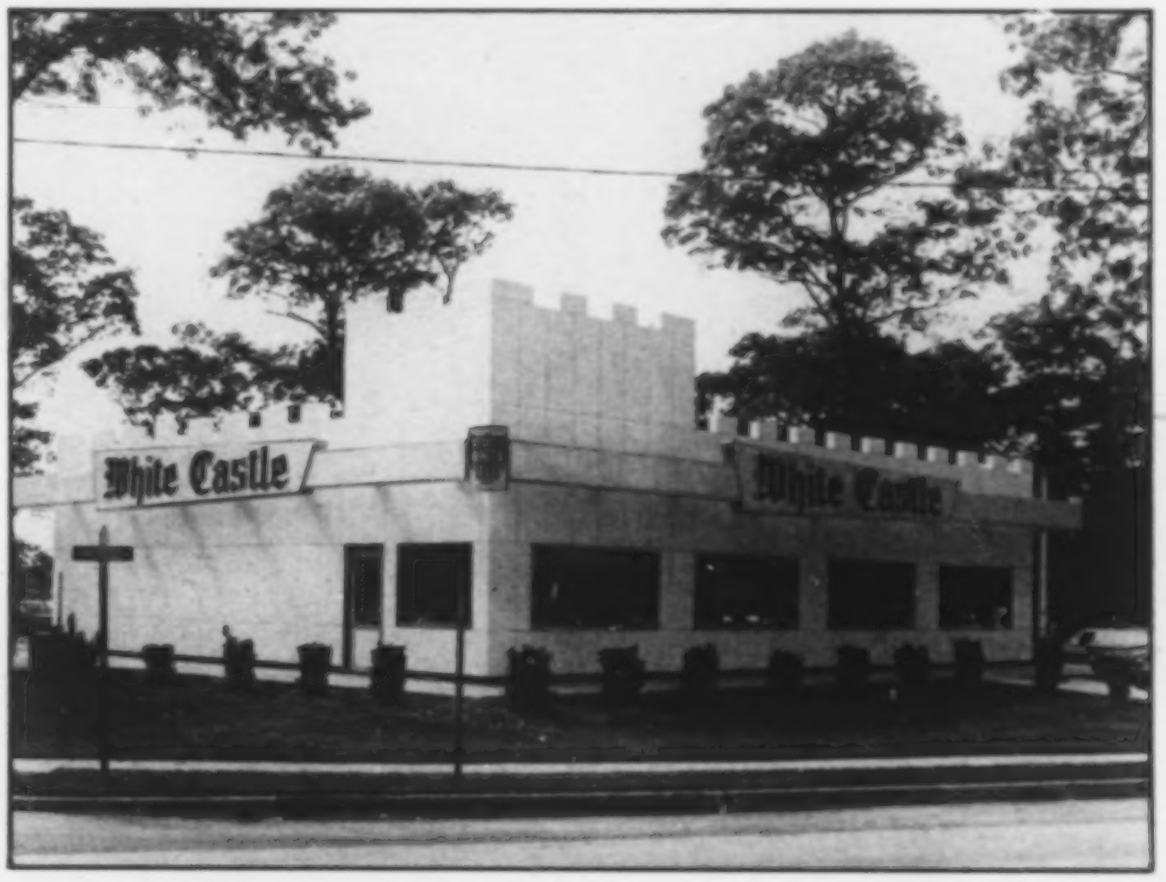
2. Hughes International Inc. has reportedly signed a contract with an unidentified fast-food burger chain to develop a restaurant staffed entirely by . . .
a) women
b) children under 15
c) robots

3. Which of these statements about Cassano's Pizza & Subs is *not* true?
a) It's about to unveil a new freestanding prototype unit
b) It was once known as Vic & Mom's Family Pub
c) It is branching out into full-service Italian restaurants in Dayton
d) It is moving more toward franchising than ever before

4. "It's time for a new generation here," said this well-known restaurant consultant recently, "and while I will continue to head policy and direction on all our projects, Bob and Fred will run the daily operations." Who is this consultant?
a) Malcolm Knapp
b) Mike Culp
c) Roger Lipton
d) George Lang

5. The Old Fisherman's Grotto Restaurant in San Francisco has redesigned its menu. In what way?
a) It now contains 48-hour weather reports
b) It now contains price comparisons with other seafood restaurants in the area
c) It now contains photos of missing children

6. It is far and away the largest c-store chain in America; its executives claim to sell more cups of coffee than does McDonald's. What chain is it?
a) Circle K
b) Stop-N-Go
c) Shop-N-Go
d) 7-Eleven



7. White Castle will continue its TV and radio advertising featuring . . . what?
a) "True life" stories
b) Its frozen-burger sales
c) Its low (28¢) price
d) Its white exteriors

8. The four burger giants—McDonald's, Burger King, Wendy's and Hardee's—are fighting over a potentially lucrative site. Where?
a) In a Louisiana convent
b) On a Virginia Marine base
c) In Los Angeles' Hollywood High School
d) On top of New York's Empire State Building

9. A poll of New York Metro Area men and women by a daily newspaper found that 44% of the men and 22% of the women preferred . . .
a) Full-service restaurants to fast food
b) Sex to eating out
c) Eating out to sex
d) Sex to practically anything else

10. This chain has published a fast-food consumer parody "translating" statements like "pull over please" and "step aside, please" and offering a two-step diagram for "on-line advancement" detailing the "Lateral Shuffle" and the "Approach and Blend." Which chain is it?
a) Houlihan's
b) Wendy's
c) Fuddrucker's
d) G. D. Ritzy's

Quiz answers

Here are the correct answers to the Restaurant News Quiz: 1. b; 2. c; 3. c; 4. d; 5. c; 6. d; 7. a; 8. b; 9. b; 10. b.

FINANCIAL NEWS

NRN Index climbs 1.5 pts.; gainers beat losers 43-37

NEW YORK — The *Nation's Restaurant News* 89-issue Food Service Operators Stock Index rose 1.5 points in the week ended April 12 to close at 120.1, a record level.

Advancing issues outpaced declining issues, 43 to 37, with 27 unchanged on the full 107-stock *NRN* list, which includes lodging and diversified companies.

The Dow Jones Industrial Average closed at 1,265.68 on April 12, up 6.63 points in the week. Economic news was mixed. While producer prices rose only 0.2% in March, retail sales were down 1.9%..

A leading percentage-price gainer in the week was 125-unit Godfather's franchisee Concept Development, up $2, to close at $12.25. During the week parent Diversifoods said Godfather's president, Jeff Jefferson, had resigned. A Concept Development executive said that would not affect its lawsuit to break the franchise agreement. Diversifoods closed 13¢ lower, at $9.88.

VOLUME TREND LEADERS

Company Name		Volume Trend Change %	Company Name		Volume Trend Change %
Concept Dev	O	185.1	Fresher Cooker	O	73.2
Kapok Cp	A	144.9	Allegheny Bev	M	68.6
Hilton Hotels	N	119.1	Hamburg Hamlet	O	68.4
Natl Pizza	M	110.5	McFaddin Ventures	M	62.5
Servico Inc	M	80.0	Esteban Foods	O	61.6

TOP TEN GAINERS

Company Name		Weekly Price Change %	Company Name		Weekly Price Change %
Kapok Cp	A	27.8	Rusty Pelican	M	8.6
Concept Dev	O	19.5	Fresher Cooker	O	8.3
Fiskey Jakes	M	15.4	Assoc Hosts	M	7.0
Calibre Cp	M	12.5	Victoria Stations	M	6.1
JB's Rest	M	9.6	Collins Foods	N	6.0

TOP TEN LOSERS

Company Name		Weekly Price Change %	Company Name		Weekly Price Change %
Good Taco	O	- 28.6	Piccadilly Caf	M	- 8.8
Kelly-Johnston	M	- 21.4	1 Potato 2	O	- 8.3
Peoples Rest	M	- 14.3	Fuddruckers Inc	M	- 8.0
Max Erma's	O	- 12.5	Restaurant Sys	M	- 6.6
Nankin Express	O	- 10.0	Sandwich Chef	M	- 6.5

Company and Market		Stock Market: 4-12-85 Close $	Price: Weekly Change Amt. $	Price: Weekly Change Pct. %	Price: Weekly Range High $	Price: Weekly Range Low $	Price: 52-Week Range High $	Price: 52-Week Range Low $	Volume: Weekly Shares Traded Total (100)	Volume: Weekly Shares Traded % Out %	Volume: 12-Week Avg. Vol. As % Out %	Volume: Volume Trend Change %	Financial Update: P/E Ratio -	Indicated Dividend Rate: Amt. $	Indicated Dividend Rate: Yld. %	Latest Report: New Report -	Latest Report: Period -	Latest Report: Date Ended -	Latest Quarter: Revenue Amt. $Mil	Latest Quarter: Revenue Chg. %	Latest Quarter: Net Income Amt. $Mil	Latest Quarter: Net Income Chg. %	Latest Quarter: E.P.S. Amt. $	Latest Quarter: E.P.S. Chg. %	Year-to-Date: Revenue Amt. $Mil	Year-to-Date: Revenue Chg. %	Year-to-Date: Net Income Amt. $Mil	Year-to-Date: Net Income Chg. %	Year-to-Date: E.P.S. Amt. $	Year-to-Date: E.P.S. Chg. %
Food-Service Operators																														
A&M Food Svcs	M	5.50	- .25	- 4.3	5.50	5.25	7.50	3.50	126	.35	1.24	- 71.8	17.2	.00	0	.....	fiscal	12-84	9.9	20.7	.0	- 100.0	.02	- 60.0	32.0	26.0	1.1	.0	.32	- 20.0
Acapulco Rests	O	4.38	.00	.0	4.50	4.38	5.00	3.50	101	.41	.92	- 33.9	15.1	.00	0	.....	3 mos.	01-85	9.5	13.1	(.1)	NE	(.03)	NE	9.5	13.1	(.1)	NE	(.03)	NE
Am Restaurants	O	3.88	.00	.0	4.13	3.88	6.00	2.38	44	.19	.43	- 55.8	20.4	.00	0	.....	9 mos.	10-84	4.6	17.9	.1	.0	.02	- 60.0	13.6	25.9	.3	.0	.12	- 40.0
Assoc Hosts	M	13.38	.88	7.0	13.38	12.25	17.13	10.88	785	1.77	2.52	- 29.8	16.1	.12	9	.....	3 mos.	12-84	22.5	- 1.3	.7	- 12.5	.16	- 11.1	22.5	- 1.3	.7	- 12.5	.16	- 11.1
Bevbteak Char	A	2.25	- .13	- 5.3	2.50	2.25	4.13	1.75	192	.34	.66	- 48.5	NE	.00	0	.....	3 mos.	01-85	17.1	- 10.9	(2.5)	NE	(.44)	NE	17.1	- 10.9	(2.5)	NE	(.44)	NE
Benihana Natl	M	20.38	.13	.6	20.50	20.25	21.75	9.63	492	1.59	4.52	- 64.8	22.1	.00	0	.....	9 mos.	12-84	15.4	220.8	.7	133.3	.23	91.7	39.7	245.2	1.8	157.1	.62	138.5
Bob Evans Farms	M	20.50	1.00	5.1	20.50	19.50	20.50	14.75	2,265	1.39	1.13	23.0	19.0	.30	1.5	.....	9 mos.	01-85	58.9	14.6	4.7	20.5	.29	20.8	171.0	13.8	13.7	12.3	.84	13.5
Calibre Cp	M	1.13	.13	12.5	1.13	0.63	6.75	.63	95	.31	.45	- 31.1	NE	.00	0	.....	3 mos.	10-84	3.5	9.4	(.7)	NE	(.22)	NE	3.5	9.4	(.7)	NE	(.22)	NE
Calny Food	M	11.63	.00	.0	11.63	11.38	13.25	7.25	1,552	3.42	3.20	6.9	18.5	.16	1.4	.....	9 mos.	11-84	13.6	24.8	.9	80.0	.19	46.2	38.6	18.0	2.3	53.3	.50	28.2
Capt Crab	M	2.50	- .13	- 4.8	2.63	2.25	6.13	1.38	4,458	2.91	1.94	50.0	NE	.00	0	.....	3 mos.	11-84	1.6	166.7	(.6)	NC	(.04)	NC	1.6	166.7	(.6)	NC	(.04)	NC
Carrols Cp	N	9.75	- .38	- 3.7	10.13	9.63	11.50	7.63	290	.37	1.15	- 67.8	13.2	.07	.7	.....	9 mos.	02-85	34.6	19.3	.9	80.0	.12	50.0	109.2	20.7	4.8	41.2	.62	10.7
Chi-Chi's	M	10.50	.00	.0	10.75	10.50	18.25	10.00	4,977	1.85	3.77	- 50.9	16.7	.00	0	.....	9 mos.	01-85	51.7	16.2	2.6	- 40.9	.10	- 28.6	149.2	27.3	12.1	- 2.4	.45	- 6.3
Chili's Inc	M	27.75	1.00	3.7	28.88	26.63	28.88	12.75	1,529	3.40	2.39	42.3	40.8	.00	0	.....	6 mos.	12-84	16.0	58.4	1.0	150.0	.20	81.8	31.0	52.7	1.9	137.5	.41	78.3
Churchs Fr Ch	N	37.13	- .63	- 1.7	38.25	37.00	38.50	22.75	1,521	.81	1.83	- 55.7	16.4	.80	2.2	.....	fiscal	12-84	182.4	20.2	14.5	79.0	.77	140.6	533.2	17.3	42.6	34.8	2.26	36.1
Collins Foods	N	22.25	1.25	6.0	22.38	20.88	22.38	10.00	882	.67	1.32	- 49.2	16.9	.16	.7	.....	9 mos.	01-85	114.7	17.2	4.0	14.3	.30	15.4	344.6	19.2	13.9	17.8	1.05	15.4
Concept Dev	O	12.25	2.00	19.5	12.75	10.25	16.50	5.75	2,477	4.79	1.68	185.1	15.9	.00a	0	.....	6 mos.	12-84	10.3	8.4	1.0	.0	.21	23.5	20.9	12.4	2.0	5.3	.42	23.5
Consol Prdts	O	4.88	.00	.0	5.00	4.88	6.75	4.63	63	.18	.33	- 45.5	13.9	.08	1.6	.....	3 mos.	12-84	15.2	- 1.9	.3	- 25.0	.10	.0	15.2	- 1.9	.3	- 25.0	.10	.0
Consul Restaurant	M	5.25	.00	.0	5.25	5.00	13.50	4.50	410	.90	2.12	- 57.5	NE	.00	0	.....	9 mos.	02-85	21.0	32.1	(3.3)	- 100.0	(.72)	- 100.0	63.0	32.6	(3.7)	- 100.0	(.82)	- 100.0
Cracker Barrel	M	14.00	.00	.0	14.50	13.88	23.50	11.75	245	.69	1.18	- 41.5	16.9	.14	1.0	.....	6 mos.	01-85	14.2	19.3	(.2)	- 100.0	(.07)	- 100.0	30.8	18.9	.6	- 33.3	.19	- 44.1
Cucos Inc	O	5.75	.00	.0	6.25	5.75	5.75	2.75	70	.40	.70	- 42.9	44.2	.00	0	.....	6 mos.	12-84	1.5	87.5	.1	NC	.04	.0	3.2	113.3	.1	.0	.07	.0
Diversifoods	M	9.88	- .13	- 1.3	10.13	9.75	16.75	8.00	14,741	4.37	7.11	- 38.5	18.3	.34	3.4	.....	fiscal	12-84	133.7	6.8	(3.9)	NE	(.12)	NE	554.4	14.5	18.3	- 10.7	.54	- 11.5
DLites Of Amer	M	13.50	- .25	- 1.8	13.75	13.38	15.50	10.88	998	1.92	3.65	- 47.4	NM	.00	0	.....	9 mos.	12-84	2.8	86.7	.2	100.0	.04	33.3	7.5	70.5	.3	50.0	.09	28.6
Dunkin Donuts	M	27.88	.75	2.8	28.00	27.13	28.00	19.25	1,422	2.99	2.65	12.8	14.3	.32	1.1	.....	3 mos.	01-85	140.7	589.7	2.6	13.0	.54	17.4	140.7	589.7	2.6	13.0	.54	17.4
El Chico	M	10.38	.13	1.2	10.50	10.25	10.88	7.25	328	.71	1.68	- 57.7	13.3	.00	0	.....	9 mos.	02-85	20.6	6.7	.9	.0	.19	- 5.0	61.8	7.1	2.7	.0	.58	- 3.3
El Torito Rest	N	15.25	.38	2.5	15.25	14.38	15.25	9.25	450	.41	.94	- 56.4	15.7	.00	0	.....	fiscal	12-84	61.1	13.6	2.1	110.0	.19	35.7	250.1	18.7	11.1	42.3	.97	42.6
Fast Food Oper	O	.69	.00	.0	0.75	0.69	1.63	.63	308	.52	.59	- 11.9	9.8	.00	0	.....	9 mos.	09-84	2.2	46.7	.1	.0	.01	NC	6.0	33.3	.2	.0	.03	50.0
Fiskey Jakes	M	7.50	1.00	15.4	7.50	6.38	9.13	5.13	1,485	2.13	2.86	- 25.5	NE	.00	0	.....	fiscal	12-84	6.0	445.5	(.5)	NE	(.07)	NE	12.6	384.6	(1.2)	NE	(.18)	NE
Fresher Cooker	O	1.63	.13	8.3	2.00	1.50	6.75	1.50	217	.97	.56	73.2	NE	.00	0	.....	3 mos.	03-84	.9	50.0	(.3)	NE	(.18)	NE	.9	50.0	(.3)	NE	(.18)	NE
Frisch's	A	20.00	- .50	- 2.4	20.25	20.00	20.88	12.13	97	.33	.16	37.5	16.9	.22	1.1	.....	9 mos.	02-85	27.2	3.0	.4	33.3	.10	25.0	96.8	5.7	3.3	10.0	.76	10.1
Fuddruckers Inc	M	8.63	- .75	- 8.0	9.50	8.63	15.25	8.50	2,130	3.27	3.99	- 18.0	NC	.00	0	.....	fiscal	12-84	7.6	204.0	.0	NC	.00	- 100.0	24.5	145.0	.0	- 100.0	.00	- 100.0
Garcias Scot	M	2.31	.06	2.8	2.31	2.19	6.38	1.63	407	.68	1.83	- 62.8	NE	.00	0	.....	9 mos.	09-84	12.3	39.8	(.5)	NE	(.08)	NE	42.0	51.6	(.5)	NE	(.08)	NE
Good Taco	O	.63	- .25	- 28.6	0.81	0.63	3.63	.25	412	1.39	2.87	- 51.6	NE	.00	0	.....	9 mos.	11-84	.2	100.0	(.5)	NE	(.20)	NE	1.0	150.0	(1.1)	NE	(.44)	NE
Hamburg Hamlet	O	14.25	.00	.0	14.75	14.25	14.50	9.75	23	.32	.19	68.4	7.7	.00	0	.....	9 mos.	12-84	9.4	6.8	.3	.0	.39	- 11.4	28.7	9.5	1.1	83.3	1.56	81.4
Hungry Tiger	M	5.50	.25	4.8	5.88	5.38	7.00	3.63	333	1.16	2.20	- 47.3	28.9	.00	0	.....	3 mos.	11-84	14.4	- 4.6	(.1)	NE	(.04)	NE	14.4	- 4.6	(.1)	NE	(.04)	NE
Intl Dairy Queen	O	42.50	.00	.0	44.50	42.50	50.50	38.00	10	.05	.28	- 82.1	11.9	.00	0	.....	fiscal	11-84	25.8	14.7	1.0	.0	.55	41.0	132.3	17.2	7.7	6.9	3.58	21.8
Intl King Tab	M	21.00	- .75	- 3.4	22.38	21.00	24.75	12.50	1,063	3.73	3.06	21.9	15.7	.00a	0	.....	6 mos.	12-84	18.2	4.0	.7	- 12.5	.27	3.8	37.4	5.4	1.8	12.5	.63	12.5
JB's Rest	M	14.25	1.25	9.6	14.63	12.75	14.50	7.00	1,080	3.10	4.88	- 36.5	17.4	.16	1.1	.....	3 mos.	12-84	18.7	41.7	.6	.0	.17	6.3	18.7	41.7	.6	.0	.17	6.3
Jerrico Inc	M	18.13	.25	1.4	18.13	16.63	19.50	13.00	5,290	3.35	3.98	- 15.8	13.1	.12	.7	.....	6 mos.	12-84	123.4	9.4	4.1	32.3	.26	30.0	255.3	8.5	10.4	15.6	.66	15.8
Kapok Cp	A	2.88	.63	27.8	2.88	2.38	3.88	1.13	488	2.18	.89	144.9	4.5	.00	0	.....	3 mos.	12-84	5.2	15.6	3.9	NE	1.67	NE	5.2	15.6	3.9	NE	1.67	NE
Karcher Carl	M	18.25	.88	5.0	18.38	17.38	25.63	13.50	1,006	1.43	2.86	- 50.0	10.9	.00	0	.....	6 mos.	07-84	80.7	17.1	3.3	- 2.9	.52	8.3	178.8	19.5	6.9	3.0	1.00	5.3
Kelly-Johnston	M	.69	- .19	- 21.4	0.81	0.63	7.25	.69	2,287	2.68	3.06	- 12.4	NE	.00	0	.....	3 mos.	06-84	28.3	155.0	(3.7)	- 100.0	(.44)	- 100.0	28.3	155.0	(3.7)	- 100.0	(.44)	- 100.0
Luby's Cafe	N	28.00	.13	.4	28.00	27.63	32.00	23.63	495	.41	.40	2.5	18.4	.54	1.9	.....	6 mos.	02-85	45.2	15.0	4.0	11.1	.33	10.0	92.0	19.3	8.3	15.3	.69	15.0
Marcus Corp	M	16.63	.13	.8	16.75	16.50	17.13	11.88	48	.09	.36	- 75.0	10.8	.28	1.7	.....	9 mos.	02-85	27.2	5.8	.8	100.0	.16	77.8	90.9	4.2	5.6	9.8	1.10	10.0
Marriott Corp	N	86.50	3.50	4.2	86.50	83.00	86.50	60.00	1,516	.59	.70	- 15.7	16.7	.54	.6	.....	fiscal	12-84	1122.2	30.1	43.8	41.3	1.64	47.7	3524.9	19.5	139.8	21.4	5.18	24.8
Maverick Rest	O	2.50	.00	.0	2.63	2.50	6.25	2.25	231	.46	.32	43.8	31.3	.00	0	.....	fiscal	01-85	2.6	62.5	(.2)	- 100.0	(.05)	- 100.0	10.9	73.0	.4	- 33.3	.08	- 38.5
Max Erma's	O	3.50	- .50	- 12.5	4.00	3.50	5.88	2.50	12	.07	.79	- 91.1	NE	.00	0	.....	fiscal	10-84	4.4	4.8	(.2)	NE	(.21)	NE	17.6	10.7	(.8)	NE	(.42)	NE
McDonald's Cp	N	59.88	1.50	2.6	60.88	58.75	62.38	40.84	9,905	1.15	1.12	2.7	13.6	.82	1.4	.....	fiscal	12-84	1019.7	31.5	91.2	14.1	1.02	12.1	3414.8	13.8	389.1	13.6	4.39	14.6
McFaddin Ventures	M	11.25	.00	.0	11.25	11.13	12.25	9.63	444	.91	.56	62.5	16.5	.00	0	.....	3 mos.	02-85	13.2	25.7	1.2	50.0	.25	47.1	13.2	25.7	1.2	50.0	.25	47.1
Morrison Inc	M	19.63	.50	2.6	19.63	19.00	19.63	13.25	3,055	2.23	1.77	26.0	13.1	.48	2.4	.....	6 mos.	11-84	120.2	7.1	5.3	1.9	.39	5.4	238.1	6.4	9.9	1.0	.73	4.3
Mr Steak	O	2.75	.00	.0	3.00	2.75	3.13	1.13	502	1.05	1.22	- 13.9	NE	.00	0	.....	3 mos.	12-84	13.9	- 9.2	.1	NC	.02	100.0	13.9	- 9.2	.1	NC	.02	100.0
Nankin Express	O	1.13	- .13	- 10.0	1.38	1.13	2.50	1.00	134	.60	.91	- 34.1	NE	.00	0	.....	9 mos.	10-84	.3	50.0	(.3)	NC	(.10)	NE	.7	40.0	(.6)	NE	(.25)	NE
Nathans	O	3.75	- .25	- 6.3	4.00	3.75	4.50	1.78	304	1.36	1.61	- 15.5	15.0	.00a	0	.....	9 mos.	12-84	5.0	11.1	.1	.0	.03	- 57.1	17.2	8.2	.9	28.6	.39	18.2
Natl Pizza	M	9.25	.50	5.7	9.50	8.75	9.75	7.50	224	.40	.19	110.5	10.3	.20	0	.....	9 mos.	12-84	9.9	73.7	.8	300.0	.15	1400.0	30.4	25.6	2.8	16.7	.56	24.4
Naugles Inc	M	5.63	.00	.0	5.63	5.38	10.13	4.75	1,183	2.65	6.74	- 60.7	NE	.00	0	.....	6 mos.	12-84	27.6	- 3.5	(.1)	- 100.0	(.04)	- 100.0	65.9	4.4	.3	- 84.2	.06	- 85.4
1 Potato 2	O	1.38	- .13	- 8.3	1.50	1.25	12.25	1.25	305	1.39	1.62	- 14.2	27.5	.00	0	.....	9 mos.	11-84	3.9	NC	(.5)	NC	(.25)	NC	11.0	NC	(1.5)	NC	(.69)	NC

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

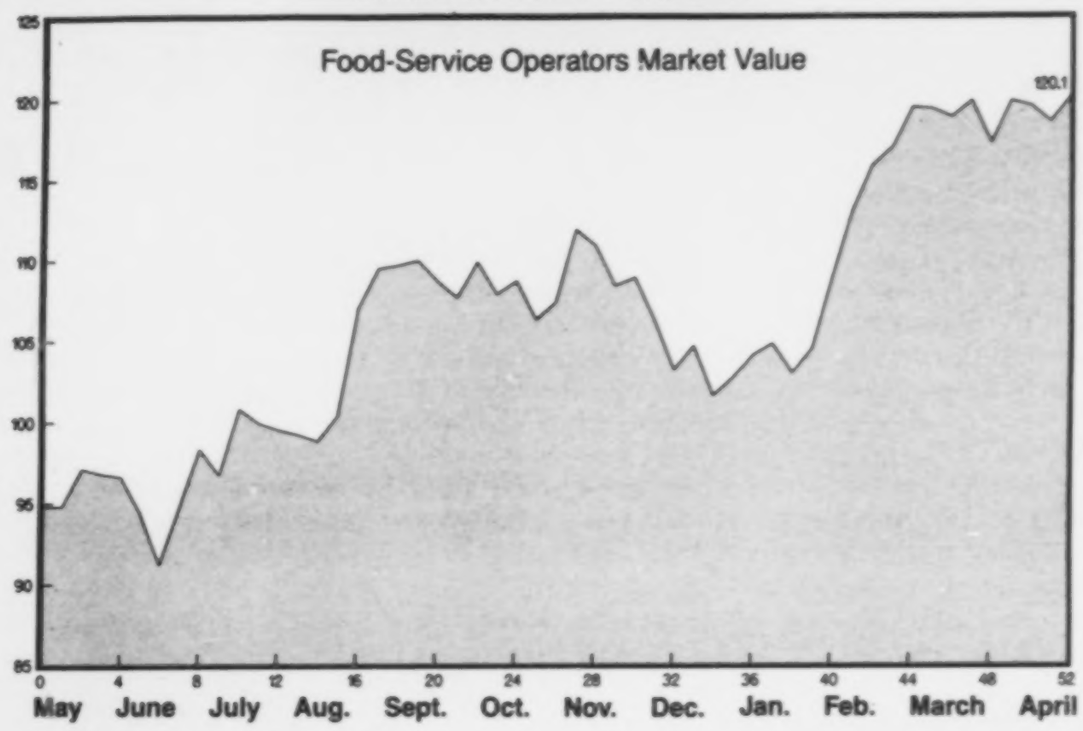
NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219

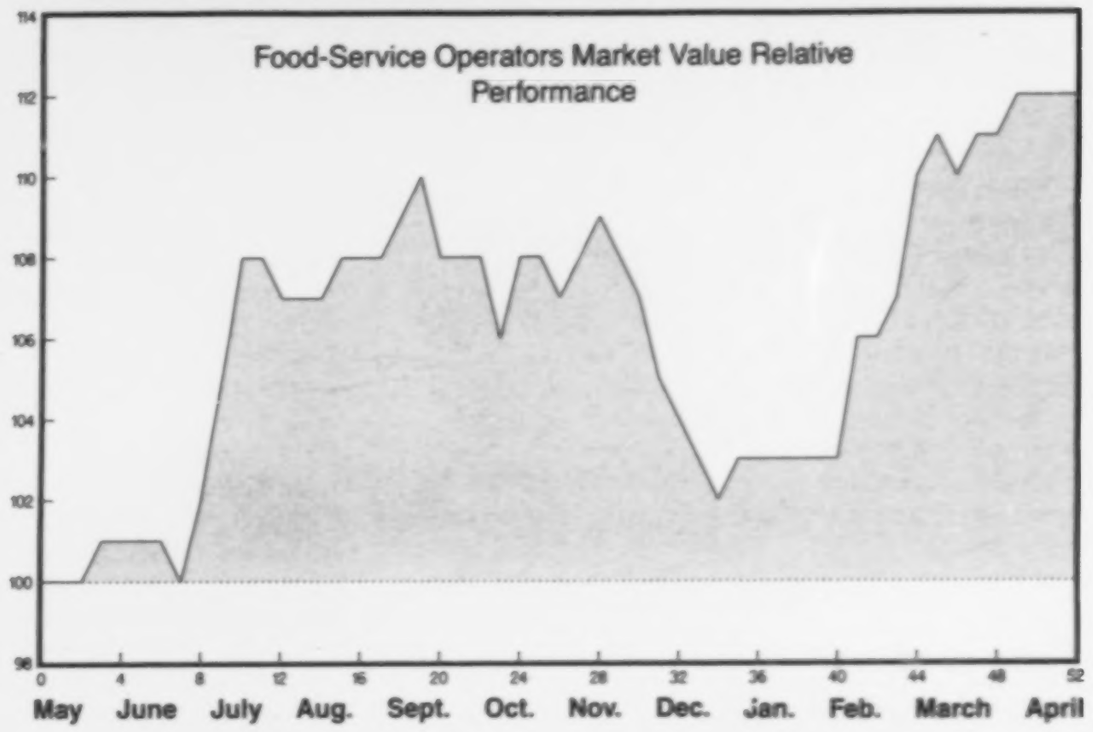
NRN *STOCK INDEX*



Source: Media General Financial Services

Oct. 28, 1983 = 100

NRN *STOCK INDEX VS. DOW JONES INDEX*



Company and Market	Stock Market: Price: 4-12-85 Close	Weekly Change: Amt.	Weekly Change: Pct.	Weekly Range: High	Weekly Range: Low	52-Week Range: High	52-Week Range: Low	Volume: Weekly Shares Traded: Total	Volume: Weekly Shares Traded: % Out	Volume: 12-Week Avg. Vol. As % Out	Volume Trend Change	Financial Update: P/E Ratio	Indicated Dvd. Rate: Amt.	Indicated Dvd. Rate: Yld.	Latest Report: New Report	Latest Report: Period	Latest Report: Date Ended	Latest Quarter: Revenue: Amt.	Latest Quarter: Revenue: Chg.	Latest Quarter: Net Income: Amt.	Latest Quarter: Net Income: Chg.	Latest Quarter: E.P.S.: Amt.	Latest Quarter: E.P.S.: Chg.	Year-to-Date: Revenue: Amt.	Year-to-Date: Revenue: Chg.	Year-to-Date: Net Income: Amt.	Year-to-Date: Net Income: Chg.	Year-to-Date: E.P.S.: Amt.	Year-to-Date: E.P.S.: Chg.
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$	%
Old Fashion Fd M	5.00	- .25	- 4.8	5.00	4.25	6.25	4.00	61	.44	.28	57.1	9.8	.00	.0	—	6 mos.	11-84	3.5	34.6	.1	- 50.0	.11	- 26.7	6.8	36.0	.3	- 25.0	.24	- 20.0
Pancho Mex Buffet M	7.13	- .13	- 1.7	7.13	7.00	8.25	5.88	788	2.12	5.62	- 62.3	12.7	.13	1.8	—	3 mos.	12-84	7.9	14.5	.2	.0	.09	12.5	7.9	14.5	.2	.0	.09	12.5
Peoples Rest M	.38	- .06	- 14.3	0.50	0.38	2.88	.25	995	1.15	5.91	- 80.5	NE	.00	.0	—	6 mos.	12-84	5.5	- 69.6	(17.1)	NE	(1.97)	NE	13.8	- 54.0	(20.4)	- 100.0	(2.36)	- 100.0
Piccadilly Caf M	20.75	- 2.00	- 8.8	22.50	20.75	24.25	16.50	1,292	2.14	1.91	12.0	12.0	.60	2.9	—	6 mos.	12-84	48.4	8.3	3.0	30.4	.50	28.2	94.8	10.9	5.7	54.1	.95	53.2
Pizza Inn A	8.88	.00	.0	9.00	8.88	12.75	6.88	141	.46	1.03	- 55.3	17.1	.08	.9	—	fiscal	12-84	50.0	33.3	(.9)	- 100.0	(.29)	- 100.0	185.6	24.6	1.6	- 55.6	.52	- 54.8
Po-Folks M	9.88	- .25	- 2.5	10.00	9.88	16.63	8.75	151	.34	.87	- 60.9	13.7	.00	.0	—	3 mos.	12-84	30.3	30.0	.6	- 25.0	.15	- 16.7	30.3	30.0	.6	- 25.0	.15	- 16.7
Ponderosa Sys N	13.13	- .25	- 1.9	13.63	13.13	22.88	11.50	327	.34	3.05	- 88.9	7.7	.40	3.0	—	9 mos.	11-84	122.8	33.8	2.3	109.1	.22	69.2	366.8	32.0	11.5	32.2	1.28	18.5
Primo Inc O	2.75	.00	.0	3.00	2.75	4.63	2.38	245	.73	1.10	- 33.6	NE	.00	.0	—	fiscal	09-84	.9	.0	(.2)	- 100.0	(.07)	- 100.0	3.8	46.2	(.2)	- 100.0	(.08)	- 100.0
Rax Restaurants M	10.00	.25	2.6	10.00	9.50	16.38	8.00	287	.43	1.06	- 59.4	24.4	.00	.0	—	6 mos.	01-85	24.9	18.0	(.6)	- 100.0	(.08)	- 100.0	54.2	22.6	.3	- 85.0	.05	- 84.4
Rest Assoc A	8.00	.00	.0	8.25	7.88	8.88	5.38	64	.23	.89	- 74.2	14.5	.00	.0	—	fiscal	12-84	34.6	- 2.8	.5	- 44.4	.20	- 47.4	132.4	- 6.2	1.5	- 31.8	.55	- 37.5
Restaurant Sys M	14.25	- 1.00	- 6.6	14.50	12.75	16.50	9.00	380	1.64	1.27	29.1	16.0	.00	.0	—	fiscal	12-84	8.0	6.7	.5	25.0	.21	23.5	34.7	17.2	2.1	50.0	.89	23.6
Ritzys G D M	3.00	.13	4.3	3.00	2.75	7.25	1.75	137	.26	1.19	- 78.2	NE	.00	.0	—	fiscal	12-84	3.3	50.0	(2.7)	NC	(.52)	- 100.0	13.9	87.8	(4.3)	NE	(.83)	NE
Rusty Pelican M	15.75	1.25	8.6	16.13	14.50	18.25	11.00	418	1.48	1.29	14.7	21.0	.00	.0	—	6 mos.	01-85	10.9	43.4	.2	- 50.0	.04	- 73.3	21.5	40.5	.5	- 16.7	.18	- 35.7
Ryans Fam Steak M	16.75	.75	4.7	16.75	16.25	17.75	11.25	320	.49	2.03	- 75.9	32.8	.00	.0		fiscal	12-84	NC	NC	1.0	42.9	.16	45.5	32.0	66.7	3.3	57.1	.51	45.7
Saga Corp N	28.63	- 1.13	- 3.8	29.75	28.38	35.50	26.75	1,289	.99	1.86	- 46.8	11.2	.52	1.8	—	6 mos.	12-84	331.1	8.6	13.7	13.2	1.03	8.4	602.7	11.3	19.4	18.3	1.45	11.5
Sandwich Chef M	7.25	- .50	- 6.5	8.00	7.25	9.25	6.75	151	1.21	.91	33.0	11.9	.00	.0	—	6 mos.	12-84	7.1	14.5	.1	.0	.11	37.5	14.0	13.8	.3	.0	.27	28.6
Sea Galley M	9.00	.38	4.3	9.13	8.63	11.00	6.50	1,109	3.04	6.73	- 54.8	4.6	.00	.0	—	fiscal	12-84	17.9	- 1.6	2.4	NE	.59	- 71.5	66.2	- 9.3	7.7	NE	1.94	- 9.8
Shoney's Inc M	28.50	.38	1.3	28.63	28.13	28.50	16.22	1,515	.53	1.69	- 68.6	25.0	.15	.5	—	3 mos.	01-85	150.0	15.8	8.3	27.7	.29	20.8	150.0	15.8	8.3	27.7	.29	20.8
Shoney's South M	14.25	- .25	- 1.7	14.50	14.00	16.59	11.00	244	.43	1.20	- 64.2	11.4	.00	.0	—	fiscal	12-84	41.3	25.2	1.5	50.0	.25	38.9	168.6	19.1	7.3	49.0	1.25	22.5
SIS Cp O	4.50	.00	.0	5.00	4.50	8.00	3.25	46	.30	.54	- 44.4	NE	.00	.0	—	fiscal	12-84	2.3	53.3	(.1)	NC	(.10)	- 100.0	7.9	75.6	(.2)	- 100.0	(.15)	- 100.0
Sizzler Rest Intl M	19.00	.00	.0	19.00	18.25	20.00	9.25	383	.56	1.02	- 45.1	13.7	.00	.0	—	9 mos.	01-85	37.8	12.8	2.0	33.3	.29	26.1	116.9	11.5	7.0	27.3	1.03	27.2
Skippers M	10.50	.38	3.7	10.88	10.00	12.50	8.00	283	1.04	1.93	- 46.1	11.3	.06	.6	—	fiscal	12-84	20.8	28.4	.9	50.0	.33	50.0	63.1	26.2	2.5	25.0	.93	14.8
So Hospitality M	5.38	.00	.0	5.50	5.38	5.88	3.75	934	1.87	4.51	- 58.5	15.4	.00	.0	—	9 mos.	02-85	8.3	- 6.7	.2	.0	.04	.0	29.3	14.5	1.0	25.0	.20	11.1
Swensens Inc O	2.25	.00	.0	2.50	2.25	4.00	1.88	221	.69	.73	- 5.5	NE	.00	.0	—	fiscal	12-84	NC	NC	(2.0)	NE	(.48)	NE	11.4	- 16.8	(1.8)	NE	(.43)	NE
Taco Viva M	6.50	.13	2.0	6.63	6.25	7.50	4.66	441	1.29	1.31	- 1.5	18.6	.00	.0		6 mos.	11-84	5.6	5.7	.3	50.0	.08	33.3	12.2	17.3	.6	50.0	.17	30.8
TGI Friday's N	11.63	.50	4.5	11.75	11.00	13.13	7.88	307	.27	.91	- 70.3	17.9	.00	.0	—	fiscal	12-84	75.6	37.5	3.2	88.2	.17	54.5	285.0	24.2	11.9	14.4	.65	.0
TGIF Texas O	2.25	.00	.0	2.75	2.25	3.75	2.25	0	.00	.14	-100.0	NE	.00	.0		9 mos.	09-84	2.8	27.3	(.1)	NC	(.07)	- 100.0	8.3	25.8	(.3)	NC	(.20)	- 100.0
Transworld N	32.50	- 1.00	- 3.0	33.50	32.00	37.63	24.50	5,951	1.82	2.46	- 26.0	10.4	.40	1.2	—	fiscal	12-84	522.9	3.0	29.5	NE	.75	- 62.1	2002.0	6.0	115.0	NE	3.14	NE
USACafes M	5.00	.00	.0	5.13	4.88	5.75	2.75	2,138	3.40	3.81	- 10.8	12.5	.28	5.6	—	3 mos.	12-84	4.6	43.8	.4	33.3	.07	40.0	4.6	43.8	.4	33.3	.07	40.0
Vicorp Restaurants M	25.75	.75	3.0	25.88	24.88	26.88	13.25	2,162	3.26	4.74	- 31.2	19.5	.12	.5	—	fiscal	10-84	87.9	145.5	2.0	52.6	.45	40.6	242.3	156.3	8.7	81.3	1.32	55.3
Victoria Stations M	4.38	.25	6.1	4.50	3.88	7.38	2.13	1,283	3.62	4.08	- 11.3	NE	.00	.0	—	9 mos.	12-84	27.6	- 8.0	(1.2)	NE	(.35)	NE	73.5	- 5.3	(3.7)	NE	(1.05)	NE
Wendys Intl N	17.25	.00	.0	17.63	17.13	17.75	10.50	8,789	1.20	2.19	- 45.2	18.4	.21	1.2	—	fiscal	12-84	244.2	24.1	17.6	18.9	.24	20.0	939.1	31.3	68.7	24.5	.94	23.7
Wstn Steer O	9.00	- .50	- 5.3	10.50	9.00	12.00	9.00	24	.20	.46	- 56.5	15.8	.20	2.2	—	9 mos.	11-84	11.2	24.4	.1	- 80.0	.05	- 87.5	31.0	25.5	.5	- 44.4	.38	- 54.2
Winners Cp N	5.88	- .38	- 6.0	6.13	5.88	13.38	5.13	252	.56	1.02	- 45.1	15.9	.00	.0	—	fiscal	12-84	28.7	13.9	.3	- 66.7	.07	- 63.2	108.4	22.9	1.6	- 44.8	.37	- 43.1
Hotels, Motels, and Casinos																													
Brock Hotel Cp N	2.75	- .13	- 4.3	3.00	2.75	6.00	2.63	683	.52	.84	- 38.1	NE	.10	3.6	—	9 mos.	09-84	61.0	- 24.8	(24.6)	NE	(1.86)	NE	202.4	- 14.0	(29.5)	NE	(2.24)	NE
Hilton Hotels N	68.00	- 1.63	- 2.3	72.25	66.00	73.50	45.50	11,680	4.71	2.15	119.1	15.7	1.80	2.6	—	fiscal	12-84	181.7	49.2	46.0	NE	1.77	88.3	686.6	12.3	114.0	32.7	4.33	35.3
Holiday Inns N	53.38	.25	.5	53.75	52.63	53.88	35.25	3,888	1.11	3.51	- 68.4	14.9	1.00	1.9	—	fiscal	12-84	430.9	9.6	20.6	33.8	.59	40.5	1759.8	11.0	131.0	5.3	3.59	9.5
Prime Mtr Inn N	26.00	.88	3.5	26.13	25.13	26.13	12.94	1,696	.88	1.15	- 23.5	25.2	.09	.3	—	6 mos.	12-84	67.8	321.1	5.5	37.5	.28	33.3	115.7	256.0	11.3	31.4	.58	28.9
Ramada Inns N	7.75	- .25	- 3.1	8.00	7.63	8.25	5.13	6,397	1.72	2.39	- 28.0	59.6	.00	.0	—	fiscal	12-84	152.2	13.4	(2.1)	- 100.0	(.05)	- 100.0	600.2	4.9	4.7	11.9	.13	.0
Servico Inc M	19.25	.50	2.7	19.25	18.25	22.28	13.63	249	.72	.40	80.0	9.1	.00a	.0	—	9 mos.	09-84	48.9	24.7	3.4	385.7	.99	395.0	139.1	24.8	6.2	138.5	1.80	136.8
Sonesta Intl M	24.00	- 1.50	- 5.9	27.00	24.00	27.00	18.00	13	.09	.11	- 18.2	7.0	.40	1.7	—	fiscal	12-84	19.1	6.7	5.9	NE	3.83	NE	81.2	10.6	5.3	211.8	3.42	235.3
Other Companies with Food-Service Operations																													
Allegheny Bev M	18.63	.88	4.9	19.50	17.75	22.63	13.50	3,216	5.36	3.18	68.6	11.2	.40	2.1	—	9 mos.	09-84	167.3	19.4	2.4	- 25.0	.39	- 25.0	486.1	25.2	7.0	- 5.4	1.12	- 6.7
Ch Full O Nut N	9.00	- .38	- 4.0	9.38	9.00	14.56	7.25	327	.69	1.27	- 45.7	NM	.48	5.3	—	6 mos.	01-85	30.7	7.0	.2	100.0	.04	33.3	57.2	- 1.7	.3	- 57.1	.07	- 53.3
Disney, Walt N	79.63	2.63	3.4	80.13	77.00	81.13	45.25	3,661	1.09	2.09	- 47.8	65.3	1.20	1.5	—	3 mos.	12-84	426.5	37.3	32.2	257.8	.95	179.4	426.5	37.3	32.2	257.8	.95	179.4
Esteban Foods O	2.13	.00	.0	2.25	2.00	3.13	1.13	374	1.60	.99	61.6	23.6	.00	.0	—	9 mos.	09-84	3.5	34.6	.0	NC	.02	.0	9.8	25.6	(.1)	- 100.0	(.02)	- 100.0
Gen Mills N	56.63	.88	1.6	57.50	56.00	60.63	47.00	4,170	.92	2.07	- 55.6	13.5	2.24	4.0	—	6 mos.	11-84	1568.4	2.6	55.6	- 31.9	1.23	- 28.1	2945.8	1.7	109.7	- 28.9	2.43	- 24.8
Grace W R N	41.25	.63	1.5	42.75	40.63	44.50	36.50	4,806	.99	.83	19.3	10.3	2.80	6.8	—	fiscal	12-84	1830.8	4.4	59.1	13.0	1.22	2.5	6727.8	8.2	195.6	27.0	4.02	26.8
Horn & Hardart A	10.75	.00	.0	11.00	10.38	18.91	8.63	1,658	1.34	1.59	- 15.7	15.1	.00a	.0	—	fiscal	12-84	97.9	- 2.5	2.9	- 34.1	.22	- 33.3	363.8	7.1	9.5	- 29.6	.71	- 34.9
Ogden Corp N	31.50	1.13	3.7	31.88	30.50	31.88	24.13	895	.47	1.01	- 53.5	15.4	1.80	5.7	—	fiscal	12-84	524.3	10.8	8.1	- 30.8	.42	- 31.1	2136.7	23.7	39.5	- 24.8	2.05	- 25.2
PepsiCo Inc N	53.38	- 1.00	- 1.8	54.50	52.38	55.25	38.50	10,998	1.15	1.99	- 42.2	23.7	1.68	3.1	—	fiscal	12-84	2272.8	- 1.4	(43.1)	- 100.0	(.32)	- 100.0	7898.7	8.5	200.8	- 29.3	2.25	- 25.2
Pillsbury Co N	47.88	- 1.13	- 2.3	49.38	47.38	49.50	34.50	4,087	.94	1.31	- 28.2	10.9	1.56	3.3	—	9 mos.	02-85	1171.2	13.1	39.5	9.1	.91	9.6	3451.2	11.7	144.5	17.4	3.33	17.7
Vie de France M	12.13	- .38	- 3.0	12.25	11.75	15.25	10.50	378	.28	1.21	- 76.9	19.9	.23	1.9	—	6 mos.	12-84	15.5	26.0	1.6	- 33.3	.14	- 41.7	29.7	22.7	3.0	25.0	.27	12.5

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

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'Whiz kid' Dennis Berkowitz establishes a dining empire —Focus/F3-4

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Atwater showcases Northwestern wines —Focus/F12

Nation's Restaurant News®

The Weekly Newspaper of the Food-Service Industry

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Singles swing to new food-service beat

The Barwash: food and suds

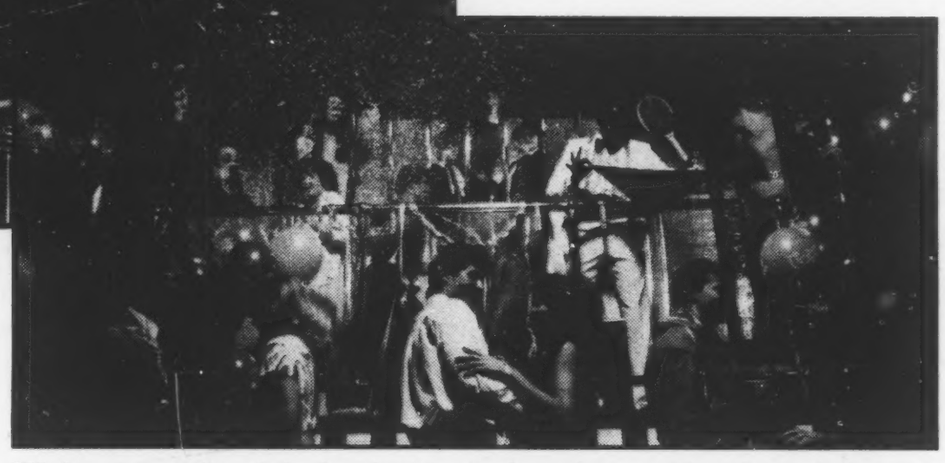
By Marilyn Alva

AUSTIN, Tex. — A captive audience is a bored and hungry one, according to two former college students here who opened an unusual business to cash in on their premise.

The captive audience they had in mind? Those poor souls stuck in coin laundries while their clothes wash and dry. To lighten their load, the entrepreneurial brothers devised a business plan calling for a combination laundromat and café, complete with beer and wine and all manner of "upscale" Italian deli foods.

The business is called the Barwash, open since last October, and it is causing quite a splash. "It's nice to come here to do your wash and not have to sit in a laundromat," said Jeannie Collins, a teacher, who is a regular patron. "It's

*(See **BARWASH**, page 59)*



Waitress at Studebaker's (top); dancing at Confetti (above).

Upstart chains create niche in casual-theme marketplace

By David Zuckerman

A new wave of heavily themed clubs and restaurants—combining food and beverage service with a myriad of entertainment packages, popular music and atmospheres charged with expectations—is sweeping the nation and taking an ever-increasing bite of the lucrative singles market.

While once-popular singles hangouts like T.G.I. Friday's, Bennigan's and Houlihan's have settled into the food-service mainstream, McFaddin Ventures, Studebaker's, Chevy's Diner, Juke Box Saturday Night and the Hard Rock Cafe—to name some of the most prominent—are winning the hearts and money of the unattached.

Driving the rapid development of those relatively new

*(See **SINGLES**, page 59)*

Smith, investors to acquire 80% of Perkins

By Howard Riell

MEMPHIS — A small group of private investors headed by former Diversifoods president Donald N. Smith has signed a letter of intent with Holiday Inns to purchase an 80% interest in the lodging chain's 312-unit Perkins family restaurant chain.

A Holiday Inns board member for the last four years, Smith plans to resign from the board to avoid a possible conflict of interest.

Smith, who would head Perkins, described the deal as "a joint venture with Holiday Inns and said the lodging giant still sees "some up side in Perkins." He added that he sees "a vast opportunity" and expressed hope the deal would be concluded by the end of May. He declined comment on details or plans "until the actual closing."

Though terms of the deal were not disclosed, industry analysts estimate the sale to be worth between $70 million and $75 million.

A Holiday Inns spokesman said the company expects to close the deal before June 30, the end of its second quarter. The spokesman added that the sale, still contingent on approval of its board as well as completion of a securities evaluation, would result in neither a material book gain nor loss.

1984 RESULTS:

Holiday Inns — Operating income: $336.5 million; Revenue: $1.8 billion

Perkins — Operating income: $10.15 million; Revenue: $107 million

Michael D. Rose, chairman and chief executive of Holiday Inns Inc., said that "the proposed transaction allows us to stay involved with [Perkins] yet permits us to focus even more closely on our principal hotel and hotel-casino business. Don Smith is well-known to our company, and we believe his leadership and expertise bodes well for the

*(See **SMITH**, page 59)*

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New contenders seek HoJo

Exeter, Continental enter fray; Hostage mulls LBO

By Peter Romeo

BOSTON — Exeter Equities, a real-estate holding company, and Continental Cos., a hotel-management company, have jointly made a bid for Howard Johnson Co., Exeter president Robert Friedlander has disclosed.

Reports have also surfaced that Howard Johnson chairman G. Michael Hostage is trying to put together a group to buy the company from Imperial Group PLC through a leveraged buyout.

Paul Dopp, a New York investor, is also attempting to form an investor group to buy the hotel and restaurant chain, according to one of the bidders.

In addition to Exeter and Dopp's group, the list of bidders includes Marriott Corp. and Riley Holdings, owner of an economy motel chain in Canada.

Servico Inc. and financier Saul Steinberg's Reliance Capital Group, which purchased Days Inns of America last year, have dropped out of the bidding, the sources said.

Imperial will announce the buyer on May 15, according to one of the bidders.

Exeter is comprised of several former Howard Johnson executives, including former second-in-command Borton (Skip) Sacks.

Continental Cos. is owned in part by Equitable Life Insurance. Besides operating hotels throughout the country, Continental is rolling out the Italian chain Ciga Hotels within the U.S.

G. Michael Hostage